

THE REPORTER OF DIRECT MAIL ADVERTISING

always on the trail for new ideas

SEVENTEEN EAST FORTY-SECOND STREET • NEW YORK • VANDERBILT 6-0888

OCT 20 1942

HIGHLIGHTS FROM SEPTEMBER DIRECT MAIL NEWS

□ **MOST ENCOURAGING** indication in Direct Mail field . . . is quality and quantity of campaigns entered in D M A A contest for "Fifty Leaders." Preliminary inspection shows some of best work ever entered. There's no lack of brains or guts in the Direct Mail field. Wartime emergencies and restrictions have developed both b. and g. Winning campaigns (wish all entries could win) will be shown first at one day Conference on October 16th, at Roosevelt Hotel, New York.

□ **ADVANCE REGISTRATIONS** for the One Day Conference on Direct Mail and Printed Promotion are **surprising**. More in by end of September than customary in past for regular annual conventions. The sound and solid program—or the need for it—must be responsible. Direct Mailers coming from as far away as Atlanta, Montreal, St. Louis. So far registrations show 62 per cent from New York itself, and 38 per cent from out of town. Analysis of advance registrations reveal interesting break down of "interests." 14 per cent suppliers of Direct Mail materials; 16 per cent are Direct Mail producers or counsellors, and 70 per cent are users of the mail (covering too many fields to mention). It should be **emphasized** that registrations are **NOT LIMITED** to D M A A members. There are thirty one advertising and graphic arts groups cooperating. Anyone who uses or produces or is interested in Direct Mail (and who has the \$5.00 registration and luncheon fee) is entitled to sit in on the One Day Conference. Put it down again as a **must**. October 16th, Hotel Roosevelt. Starts 9:55 promptly.

□ **LOW SPOT** of the month for Direct Mail people . . . was publicity and confusion following a speech by W. E. Palmer of Printing and Publishing Branch of WPE at Des Moines. Some newspaper and magazine headlines played up (as usual) the worst features—such as (1) possible shortages of paper due to manpower and transportation difficulties (2) possible severe restrictions on printing practices (3) possible standardization of all printing to "one color." Picture changed by more thorough investigation. Nearly all pages of this issue devoted to subject.—Read **thoroughly**.

□ **FIRST PAPER COMPANY** to receive the Army-Navy "E" Award is Hammermill Paper Company of Erie, Pennsylvania. Lowell Thomas and Army and Navy dignitaries participated in the ceremonies in Erie on September 15th. President Norman Wilson accepted the award "for excellence in the production of materials vital to this war."

That makes it official. Paper is actually on the firing line.

□ **CRAZIEST STORY OF THE MONTH** came from Omaha. A rural mail carrier working out of North Bend, Nebraska for the past 22 years finally got tired of the "too cussed, infernal heavy mail." He was specifically charged with stuffing 351 pieces of third class mail into a furnace and was held on \$1,000 bail.

□ **THOSE CONTAINERS FOR KEYS** . . . which you have been seeing all around the country as part of the salvage drive . . . were originated by The Paper and Twine Club. E. J. Durkin, President of the Club, is located in Grand Rapids, Michigan at The Tanglefoot Company.

Two million "Key-Kans" were placed in classrooms, theaters, post offices, retail stores, factories, offices, etc. Project was sponsored, financed and publicized by the paper industry. Another good example of cooperative effort to win the war.

□ **IF YOU THINK THE GOVERNMENT** is not interested in advertising, you should see a copy of the "Retail Store and Gasoline Plan Book" just issued by the Fuel Rationing Division, Industry Relations Branch of the Office of Price Administration. Before producing this portfolio, P. T. Hawkins conferred with experts in the various fields of advertising. The portfolio now in the hands of retailers gives concrete suggestions on window and interior displays, newspaper and radio spots **AND** Direct Mail . . . showing how the stores can help the Government sell the idea that gas conservation is essential to winning the war. Good work.

□ **THE UNSUNG HEROES** of the "V" letter project are Vic Sawdon of The Sawdon Company, New York City, and S. L. Wessel of The Wessel Company, Chicago. You have been reading about the "V" letters for soldiers . . . how the form can be obtained at Post Offices and how your single page letters are microfilmed and transported to the service posts around the world. Sawdon and Wessel were the fellows who cooperated with the War and Post Office Departments in working out the forms and furnishing the initial supplies. There were many problems . . . how to get a standardized size which could be easily handled in the photographing machines . . . how to limit the writing to one page . . . how to limit the weight, etc. Sawdon and Wessel moved to Washington and stayed until the job was done. They now hold permit No. 1 for producing the form, but naturally other printers are participating in furnishing the millions being used.

Just thought you folks would like to know about it so that you can give a salute to two hard working fellows in the graphic arts field.

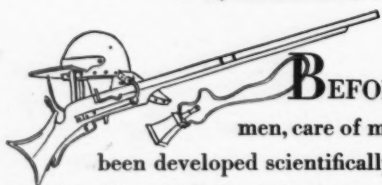
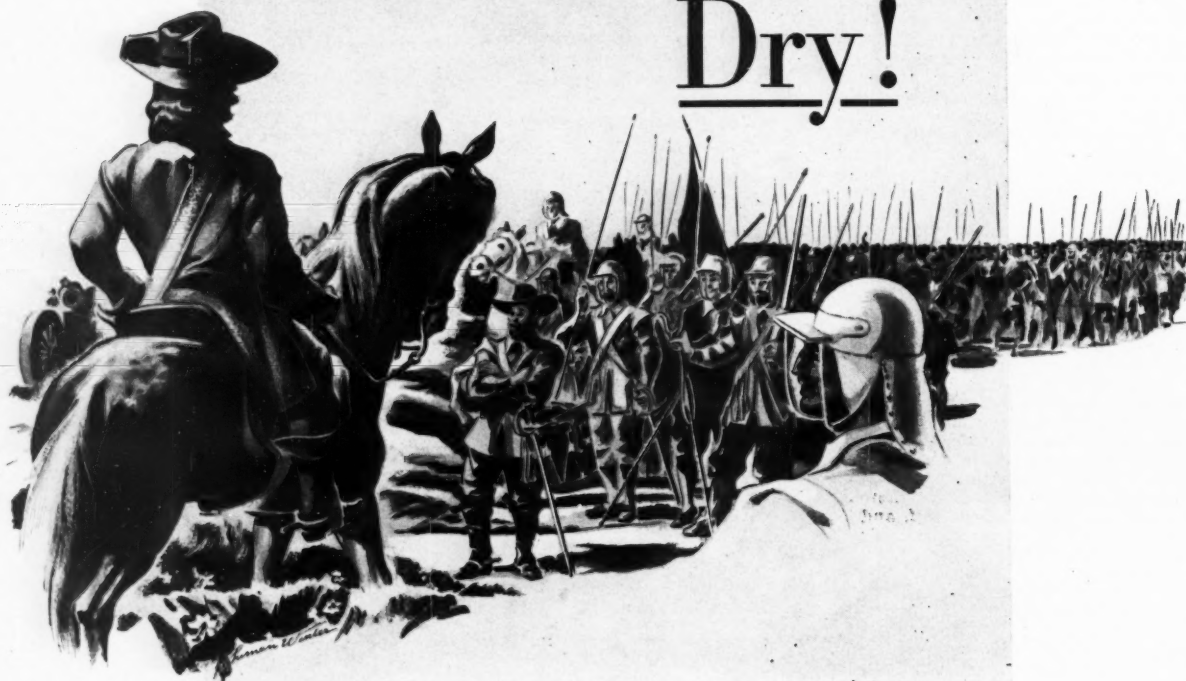
□ **IT ISN'T TRUE** about True. Walter Winchell reported that the notorious James True organization had opened up a new office in mid-town New York. **This reporter** investigated but found that Winchell was talking about the wrong True. Our old friend James E. True, a reputable list broker of long standing, is now located at 381 Madison Avenue. He has absolutely no connection, relationship with or knowledge of the James C. True organization which was mixed up with distribution of disruptive propaganda.

□ **CRACKS AT BAD ADS** are continuing in George Kinter's always interesting "Advertising Highlights." He thinks national advertising magazines and the Advertising Clubs should take up the crusade. George also believes in Santa Claus . . . and Utopia. Advertising magazines and Advertising Clubs don't tramp on toes of bestest and richest sponsors! That ugly old Federal Trade Commission should be ashamed of itself for saying that some advertisers don't tell the truth!

MORE HIGHLIGHTS INSIDE →

Put Your Trust in God

but Keep
Your Powder
Dry!



BEFORE and since Oliver Cromwell gave this famous advice to his men, care of munitions has been the concern of all fighting men. Paper has been developed scientifically to resist moisture and other threats, and today the packing and handling of shells and other necessities of war has attained a degree of protection never before known. Champion is producing essential war materials . . . pulp for explosives, waterproof wrappings for shells, food containers, blackout and war map paper, and paper substitutes for certain critical materials. Whenever you think of good printing paper, whenever you must have a new paper product created for some special purpose, it will pay you to come to Champion.

*Scrap Your
Scrap*
★



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

MORE HIGHLIGHTS FOR SEPTEMBER

□ **BE SURE** to read "Sabotage" . . . the much talked of book by Michael Sayers and Albert E. Kahn. Published by Harper and Brothers. Price \$2.50. The sections on the Franking Privilege and War in the Mails are 100 per cent authentic.

□ **BE CAREFUL** of a book called "Native Nazi" written by Joseph P. Kamp and published by the so called Constitutional Educational League, Inc., New Haven, Connecticut. The cover is a steal from the Government booklet, "Divide and Conquer." At first glance the whole thing looks very authentic. But contains dangerous, vicious material. One chapter calls Special Assistant Attorney General William Power Maloney "a juvenile Vyshinsky-Himmler who is prostituting both his profession and his official position to be a satisfactory hireling," and attempts to prove that the Federal Grand Jury investigation of Nazi propaganda was a secret plot "to smear Congress."

Kamp should be forced to tell the Department of Justice who is furnishing the funds for his poison.

□ **WATCH OUT** for an insidious and seditious secret chain letter campaign. Form letters and circulars by "A Yankee Patriot" are being furnished to those who want to help stop the war immediately and drive out all but "Yankees." Letter calls for a boycott of all stores displaying "Help the War" propaganda. The man behind the venture is Frank W. Clark, P. O. Box 1326, Tacoma, Washington. His campaign has been reported to the Department of Justice.

□ **POLITICAL NOTES.** Our scouts report that during the successfully concluded drive to unseat Georgia's ram-bunctious Governor . . . "Direct Mail to voters was used to a greater extent than in any previous campaign."

Congratulations to all concerned. (Anti-Fish folks, please note). Congratulations are also due to Michigan crowd who removed the threat of Father Coughlin's henchmen, Gerald K. Smith.

Incidentally, Logan Dickie won his nomination to Massachusetts State Legislature with good Direct Mail plus Logan Dickie.

□ **ANTI-FISH** forces seem to be getting together under one head. There were too many committees. Our old friend, Jerry MacDonald, 58 North Avenue, Beacon, New York will manage the campaign to retire Fish. There may be an intensive Direct Mail campaign (previously reported) if enough of the people who think Fish is a disgrace get together and put up the money to tell the voters the truth. If any of our friends around the country want to help, we'll see that the right people get whatever you send.

□ **GEORGE SYLVESTER VIERECK** . . . the directing genius of the mail misusing Nazi propagandists **will remain in jail.** He lost his appeal to higher courts. He showed the usual Nazi crust in appealing . . . since he didn't even take stand in own defense during trial. Viereck has also been re-indicted along with 27 other mail propagandists and may have his term extended . . . we hope, we hope, we hope.

□ **THE AMERICAN LEGION CONVENTION** at Kansas City passed a resolution denouncing the abuse of the Franking Privilege by members of Congress, who allowed subversive propaganda to be mailed under their free frank. Hurrah! But what is Congress going to do about it?

□ **ANONYMOUS LETTERS** still reach **this reporter** . . . but we refuse to become involved in arguments not directly related to Direct Mail. It is beyond our understanding . . . how anyone in the Direct Mail business can get so steeped in anti-Semitism that he will stoop to anonymous and poison pen letters.

□ **RETAIL STORES** were assured on September 22nd by OPA that "there is no intention of issuing any regulations limiting advertising." That appeared in an OPA release calling a meeting to discuss discontinuance of "frills" and waste in retail selling.

□ **500 PER CENT INCREASE** in retail store mail order business for Christmas is predicted by Grey Advertising in their house magazine "Grey Matter." The mail order business will overcome transportation and clerk-power worries.

□ **THE TREASURY DEPARTMENT,** in spite of rumors to the contrary, is still using Direct Mail to sell War Bonds. Four important mailings are going out during September and October (featuring the F and G. Bonds). One is a mailing to approximately 20,000 tax exempt corporations; another 15,000 letters are going to trust companies; a third mailing will reach 370,000 industrial corporations and a fourth is to over four million names in "the larger income group." Even with all the publicity about War Bonds, Direct Mail is needed, to get names on the dotted line.

□ **WE LIKE** the little 6¼" x 3½" monthly folders mailed by the Webber Advertising Agency, 200 Division, North, Grand Rapids, Michigan, entitled "Facts for the Month."

About fourteen or fifteen short items per issue. Not a useless word. Breezy, informative and helpful. Good selling . . . for these times.

□ **ENVELOPE MANUFACTURERS** are making a real contribution to Government publicity projects. Under Chairmanship of Granville Rice of Redson Rice Corporation, Chicago, the Marketing Committee of Envelope Manufacturers Association is supplying all members with portfolio of slogans, illustrations, etc., which can be used on envelopes to promote the War Bond Sales efforts of the Government. Some eighteen subjects, many of them hooking in with industrial activity, offer a wide selection to customers and it is our understanding that the selected copy will be printed on envelopes at no extra charge, if produced in the same color of ink.

Please, for the present, don't write to the Association for copies of portfolio. You will hear about it from members promotion or other channels.

□ **THE PATENT RACKET** seems to be cropping up again. Three cases were reported during September where holders of so-called Direct Mail patents threatened to sue for infringement . . . or demanded royalties.

When questioned, **this reporter** advised those threatened to tell the threateners to "go jump in a lake." Without exception, the patents were the bunk. They are old well known Direct Mail tricks of one kind or another. The patent office "granted" the patents because no one else had ever been selfish enough to make a claim.

With Direct Mail facing its most serious period, the holders of patents should dry up for the duration. After the war is over, let's have a knock-down and drag-out fight in court and get the whole thing settled once and for all.

□ **RUMOR HAS IT** that "Government" will ask advertisers and agencies to stop using the so-called "corporate goodwill advertising." Contention will be that space could be used more constructively to educate public on rationing, salvage, price control, war bonds, etc. Why not?

□ **WHEN YOU WRITE** and ask for specimens mentioned in **The Reporter** . . . why in heck don't you enclose return postage? One fellow recently complained of more than a hundred requests . . . not a single one supplied postage (or offered it). Most folks like to cooperate on **The Reporter's** round-up of ideas. But, let's not make our praise of a piece of Direct Mail become a burden to the producer.

□ **ANSWER IS "YES."** Some people have asked if the editor of this magazine is available for consultation on Direct Mail problems, plans, mailing methods, etc., etc. We've been doing it for years, but haven't publicized it. Understanding is that we will not write copy . . . but will analyze and present recommendations. We won't take a job unless there is a real problem . . . and a real solution possible.

OFFICIAL PROGRAM FOR 1-DAY CONFERENCE

DIRECT MAIL ADVERTISING ASSOCIATION AND 32 PARTICIPATING GROUPS

FRIDAY, OCTOBER 16, 1942 — ROOSEVELT HOTEL, NEW YORK CITY

MORNING

9:55 ★ TELEPHONE ROUND-UP OF WHAT'S AHEAD FOR SUPPLIERS, PRODUCERS, USERS . . .

Introducer: JOHN ZELLARS, President New York Advertising Club.

Conducted by: CHARLES E. MURPHY, Past President New York Advertising Club, Counselor for Advertising Federation of America in a long-distance, person-to-person, amplified phone survey with

Mr. KEN DYKE, Chief, the Advertising Division, Office of War Information, Washington, D. C.;

Mr. HARRISON BALDWIN, Vice President, Hammill Paper Company, Erie, Pa.;

Mr. RAYMOND M. GUNNISON, President, R. R. Donnelly Company, Chicago, Illinois;

Mr. PAUL C. SMITH, Assistant Advertising Manager, Caterpillar Tractor Company, Peoria, Illinois.

10:30 ★ REACTIONS OF THE BUSINESS MAN TO HIS DAILY MAIL . . .

Introducer: Mrs. MAY VANDER PYLE, Mail Advertising Service Association.

Speaker: G. LYNN SUMNER, President, G. Lynn Sumner Advertising Agency. A "first-time" report of a personal survey among business men in every section of the country.

11:00 ★ HOW INDUSTRIAL ADVERTISERS ARE PUTTING PRINTED PROMOTION TO WORK . . .

Introducer: E. SCOTT PATTISON, President, Industrial Advertising Association, New York.

Speaker: RALPH HANES, in charge of advertising and sales promotion of Mechanical Goods Division, U. S. Rubber Company, New York.

This feature arranged by Industrial Advertising Association of New York.

11:30 ★ WHAT DO CONSUMERS THINK OF DIRECT MAIL . . .

Introducer: R. T. CURTIS, President, Direct Mail Club of New York.

Speaker: BARBARA DALY ANDERSON, Director Parents' Magazine Consumer's Division; President, Advertising Women of New York.

Quiz of representative "average" home consumers and readers of mail advertising.

LUNCH

12:30

PAUL T. BABSON

President,
United Business Service,
Boston

★

Topic

"WHAT'S AHEAD FOR BUSINESS"

(Have Your Questions Ready)

★

Introducer:

DR. PAUL H. NYSTROM

President,
Sales Executive Club
of New York

★

All registrants are urged to return to Hendrick Hudson Room for first afternoon session which begins promptly at 2:30

AFTERNOON

2:30 ★ MAIL ORDER ROUND TABLE . . .

Leader: JOHN R. PRICE, Circulation Manager, Christian Herald Publishing Company, New York.

Assisted by: CHARLES A. STROTZ, Southern States Iron Roofing Co., DAVID BEARD, McGraw-Hill Publishing Company, and other experts in the mail-order field.

Introducer: C. W. WHITE, Manager of Direct Mail Sales, MacLadden Publications, Inc., New York.

3:30 ★ DIRECT MAIL ROUND TABLE . . .

Leader: HENRY HOKE, Editor The Reporter of Direct Mail Advertising, New York.

Assisted by: LUCILLE H. SHOOP, Christian Science Monitor; DONALD MACAULEY, S. D. Warren Company, New York; NICK SAMSTAG, Time, New York; HORACE NAHM, Hooen, Nahm Company, New York; ROSS PURVES, Saturday Night Press, Toronto, Canada; EDWARD MAYER, James Gray, Incorporated, New York; ED BADEAU, House Magazine Institute; THEODORE YODER, National Society For Prevention of Blindness.

Introducer: DOUGLAS WAKEFIELD COUTLEE, Chairman, Direct Mail Committee, Association of National Advertisers.

4:30 ★ HOW YOUR PRINTED PROMOTION CAN HELP WIN THE WAR . . .

Introducer: JAMES WEBLOW, Chairman War Activities Committee, New York Advertising Club.

The recently WPB-approved Graphic Arts Victory Campaign Committee's first public statement, reported by Edson S. DUNBAR, Crocker-McElwain Company, Holyoke, Mass.

Collaborators: HERBERT KAUFMAN, Sales Promotion Manager, General Printing Ink Corporation, New York; CHARLES MORRIS, Linde Paper Company, New York; ERNEST TROTTER, Printing Magazine, New York; and others.

5:00 ★ DIRECT MAIL LEADERS AWARDS . . .

Introducer: L. ROHE WALTER, President, Direct Mail Advertising Association.

Chairman: J. A. WELCH, President Advertising Federation of America and Vice-President, Crowell-Collier Publishing Company.

Awards by: CHET SLOANE, Promotion Manager, *Newsweek* Magazine.

6:00 ★ ANNUAL MEETING (DMAA MEMBERS ONLY)

(The Reporter recommends this program as a good model for conferences in other cities.)

MORE SEPTEMBER HIGHLIGHTS

□ **A CONVENTION-BY-MAIL** will be attempted by the Financial Advertisers' Association, who were forced to cancel their scheduled October 26th annual convention. We will be interested to see what Executive Secretary Pres Reed does with his opportunity. It's been talked about for years. We are sending Pres an interesting series of proposals for such a convention, which appeared in the September issue of "The Informant" the always interesting h.m. of the Zellerbach Paper Company, San Francisco.

□ **CORRECTION.** Howard Dana Shaw of Wilmington, Delaware, takes us to task for being "all wet" in our comments about printing on address side of post cards. He says—"you can use one-half the address side of a post card or private mailing card, one-third the address side of a government postal, and none of the address side of a business reply card." Howard is correct.

□ **BEST IDEA** for checks. Frank Best (advertising agent), 9 Rockefeller Plaza, New York, sends us a praiseworthy slip which accompanies all checks issued by his company. Several of his accounts have adopted the same system. We think the idea is swell . . . and hope a lot of you will try to do something similar. The following copy appears on a 4¼" x 4" sheet of thick cover paper:

FAIR WARNING

The money in back of this check is worth a hundred cents on the dollar today and tomorrow and tomorrow and for as many more tomorrows as this nation shall remain as free people.

In paying this bill we want you to know that you helped us to make a profit on the payment this check represents. Maybe it was a profit in money; it could be a profit on services rendered or received, or maybe a pleasure-profit derived from free enterprise.

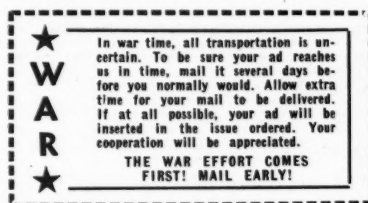
Now-a-days

Whenever we make a profit we invest in U. S. War Bonds, just so that we can continue to work as free men.

You, too, made a profit! How about some nice crisp bonds today?—Frank Best & Co., Inc.

□ **GOOD IDEA.** Paul Muchnick, Classified Advertising Manager of Popular Science Monthly, New York City submits a little sticker which is attached to all sales letters and order forms. It has proved very effective in getting advertisers to mail copy earlier.

Other advertisers may find an adaptation for the idea. Here's the sticker in exact size:



□ **THAT WARNING** we gave several months ago about fraudulent purchasing order-letters from South America was more serious than at first appeared. The "firm" in question turned out to be 100% bad. Because of "international difficulties" we cannot reveal details. We hereby warn book publishers and product mail-order people to be *overly careful* of carefully elaborated purchase-letters from unknown concerns in South America. If in *any doubt*, check with your local office of Department of Commerce, or send letter to us and we will see that you get *protective information*. There's a widespread mail racket going on . . . and we want to help in cleaning it up.

□ **A CORRESPONDENCE MANUAL** and Transcribers' Handbook has just been produced by the Dartnell Corporation, Ravenswood and Leland Avenues, Chicago. It was edited by Leslie Llewellyn Lewis. Some 215 8½" x 11" pages, multigraphed on one side. Spiral bound. Weighs three pounds. Sells for \$5.00. We haven't had time to read it all . . . but it looks like one of the "best yet" guides for stenographers and typists. It is a complete text book on how they can do their jobs right.

□ **CORRECTION.** In our recent report commenting on the fine job being done by Ross Barrett and his Publications Section of the War Savings Staff in supplying house magazine editors with up-to-date material, we mentioned that Merrick Jackson was working behind the scenes. It is now revealed by Ross Barrett that Merrick was only loaned temporarily by the Western Electric Company and that he has been called back to his important job there. His place is being ably filled by A. P. (Doc) Alexander, Jr., editor of Coca-Cola's Red Barrell. So . . . between Ross Barrett, Merrick Jackson and Doc Alexander the Treasury Department is doing one of the best promotion jobs in the whole Government advertising set up.

□ **QUICK AND ECONOMICAL RESULTS** are discussed in a recent bulletin of the National Industrial Advertisers Association, to wit: "With no time available to develop a sales organization, how can a company sell \$160 machine vises to industrial users quickly? Universal Vise and Tool Company, Parma, Michigan, turned to Direct Mail, according to July Industrial Marketing. Not only sold \$8,000 worth, but did it at sales cost of only 8%."

From the same bulletin we learn that "50% of salesmen claim they read from 80% to 100% of the sales bulletins which reach them."

□ **DEFINITION?** E. W. Dill of the advertising department of DuPont's, Wilmington, says—"Will you please define Direct Mail Advertising for me?"

The only thing we could give him was the definition laboriously created by the Planning Committee of the Direct Mail Advertising Association back in 1933, when the famous functional Direct Mail Chart was projected. That definition, still needs improvement. Anyway, here it is:

Direct Advertising is a vehicle for transmitting an advertiser's message in permanent written, printed or processed form by controlled distribution direct to selected individuals.

MORE HIGHLIGHTS on PAGES 24 to 31

A DIRECT MAIL ROUND-UP

The Reporter presents a country-wide round-up of opinions on "the Direct Mail Situation." Everyone in any way connected with the use or production of Direct Mail should read *every word* of this report carefully.

This isn't an ordinary round-up of opinions. It isn't a collection of pollyanish statements written for publication.

After three or four months of listening to forecasts of disaster . . . during which we threatened to have a "crying towel" placed on our office door; after watching the efforts of Graphic Arts Committees to formulate a "public relations" campaign; after seeing and feeling the alarm caused by statements of Government Agencies and Trade Associations . . . we decided to get the truth by quizzing the experts. Personal letters went to more than a thousand average users of the mail . . . to paper mill executives, paper merchants, supply manufacturers, printers, lithographers, counsellors and lettershops. We asked for "brutally frank" opinions . . . promising not to use names if so instructed. "Should Direct Mail close down for the duration?" . . . "Is your job essential?" . . . "Can Direct Mail help in the War Effort?" . . . were some of the questions.

The answers poured in . . . from large and small companies. Some were short . . . some were long. All were read . . . *many times*. They were separated into classes. Then the important thoughts, in sentences or paragraphs, were picked out, retyped, and joined together, in some semblance of "associated thought." The resulting manuscript has been examined by numerous advisory experts in the Direct Mail field. They think it is an important document and worth printing in full. We believe that it gives you an accurate cross-section picture of the thoughts and opinions of the users and producers of Direct Mail.

Because so many writers asked that their names and connections be kept "confidential" . . . we are not using any names.

If you are amazed at the "similarity of style" throughout the manuscript . . . we can only tell you that we were amazed too. The excerpts between the • • • — separators were written by *different people*. The original letters are on file to be shown to anyone with an urgent legitimate right to see them.

To some, this mass reprinting of letter-excerpts may appear monotonous. But if you are *really interested* in any phase of Direct Mail . . . you can profit by reading every word of this report.

Our sincere thanks go to the hundreds who "let-down-their-hair" and wrote us so frankly. Our "conclusion" will be found at the end of the round-up . . . on page 28.

H. H.

(1) THE SUPPLIERS

Here are noteworthy thoughts from paper mill executives, paper merchants, equipment and supply manufacturers.

Unfortunately, many people in our industry who should be several jumps ahead are, on the contrary, still thinking along normal lines. In many cases their activities are still on the "as usual basis." Direct Mail is the shortest distance between two points and this type of communication which eliminates the circuitous route should by all means carry a message that is direct and to the point. • • • Until we who utilize this medium become conscious of the fact that we are in a war economy, our picture will grow progressively more gloomy. We can stem the tide by pointing to new directions. • • • There are big jobs to be done today. Governmental agencies have indicated the direction . . . but you know the old biz of you can lead a horse, etc. • • • My recent survey of the Direct Mail field indicates without question that Direct Mail is an orphan — lost in the storm much of the time. Other media have a recognized place but Direct Mail certainly gets kicked around. The advertiser must be educated to the rightful place it has in his schedule. Perhaps if Direct Mailers conceded that newspapers, radio, publications, etcetera, have a job to do and that their baby isn't the panacea for all problems, we'd be taking a step in the right direction. Why don't we concede that any of the other media backed by an intelligent Direct Mail campaign can do a more effective job of advertising? Why don't we start publicizing the job Direct Mail has done on the basis of performance?

• • • —

If there is a reduction in Direct Mail, and I am sure there is, it is only natural. To force its use at the present time for purposes which would not return full worth . . . would undermine Direct Mail. It might give management the idea that Direct Mail, like other types of advertising, is largely institutional in its benefits. So long as we can justify Direct Mail advertising on the basis of dollars and cents returns, we need never fear for its future.

• • • —

The reason Direct Mail advertising is up against it in these times is that it's salesmaking advertising. Salesmen are practically "out" for the duration of the war, and there is nothing I can see ahead that will prevent Direct Mail advertising from sharing the same fate. House magazines probably will not suffer as much as other forms. But they represent such a small part of the Direct Mail total that this won't

THE REPORTER

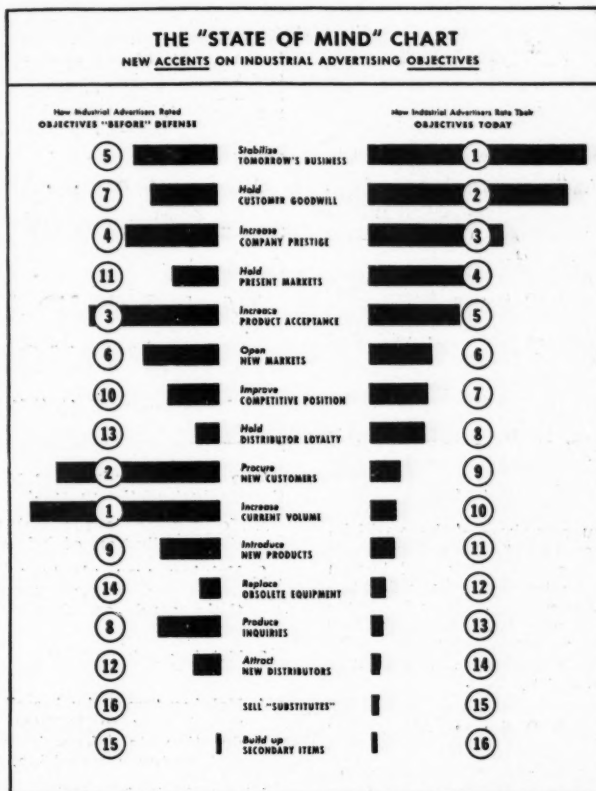
help a great deal. A campaign to carry Direct Mail advertising through its period of trial should come from the industry that produces it—printers, engravers, paper makers, Direct Mail houses, list companies, etc., etc. They should get together and set up a fund to keep interest in Direct Mail advertising alive.

Anything which can be done (without friction with the Government) to promote faith and confidence in the future of Direct Mail is most worth while. . . . How to adjust ourselves to publicity of the character now appearing . . . is a very difficult and delicate matter for public relations. I believe *The Reporter* can do a good job to build morale and confidence.

I have become thoroughly disgusted with the petty politics and log-rolling that has marked so much of industry participation in the so-called "war program." A good many industries started squawking the minute it seemed they might face some change from peace-time economy—unless the change would be for greater production. The squawking has gained in crescendo steadily. The War Agencies have made plenty of mistakes, and a lot of them unnecessary, but they have made no more—and probably fewer—than industry has in crying its eyes out at every pin-prick. Now that the knife is at their throats, most industries can't cry any louder than they did before. . . . Direct Mail uses copper, lead, zinc, ferrous metals, power, transportation, adhesives, man power. Its contributions to the prosecution of the war may be considerable, but there's no use in having a lot of morale, and no guns and bullets where they are wanted, because the guns and bullets weren't manufactured in sufficient quantity or delivered in sufficient quantity. Morale is about the only contribution that Direct Mail can make in defeating our enemies. . . . I will never recommend or urge any activity which may get in the way of the War Program.

Direct Mail advertising will have to stand or fall, for the duration, by the same standards applied to other businesses and institutions, namely—to what extent will Direct Mail contribute to the war effort or to the maintenance of a minimum essential civilian economy. . . . Even at the low levels of living standards which we are told will be necessary in order to win the war, vast quantities of civilian merchandise must still be produced and moved into the hands of the consumer. Direct Mail has always had a large share in such movement. . . . Presumably American business has known what it was doing and has not wasted its money on Direct Mail. . . . Any attempt to single out and condemn Direct Mail advertising and selling at this time would seem as unintelligent as to single out and condemn depart-

HOW THE NEEDS FOR PRINTED PROMOTION HAVE CHANGED BECAUSE OF THE WAR . . . is shown in this chart we first saw in a recent issue of "Clement Comments" (one of the best house magazines in the printing field) issued by J. W. Clement Company, Buffalo, N. Y. We asked the editor, W. C. Thomas, to loan us the cut . . . which he did. You will notice that the chart was originally prepared by the McGraw-Hill Company.



This is a graphic presentation of the changes in advertising objectives as reported by 150 important industrial advertisers. Prepared by Alfred M. Staehle, V. P. McGraw-Hill Publishing Co., New York.

ment store selling or the continued operation of our newsstands. So long as these and all our other civilian activities, serving human and economic needs, conform to the curtailments, restrictions, shortages and regulations imposed by war, they are just as legitimate as they ever were.

Direct Mail is an essential part of a sound public relations program. Today manufacturers are using house organs, booklets, folders and mailing pieces to keep in touch with dealers, distributors and consumers—even though right now they do not have the lines to sell with which they have long been identified. This is insuring a market for their products after their contracts for the government have been completed and the emergency is over. Moreover, after the war, with extended facilities, new products in tremendous quantity may be marketed under trade names that have not been allowed to die—whether it be "Sunbeam," "Crosley" or "Pioneer." . . . To the extent we keep our own com-

panies solvent and aid individuals in them to buy bonds and pay taxes, we, in a measure and to the limit of our abilities, also serve.

If our business is any criterion, I would say that the volume of Direct Mail was about 20 per cent off. In spite of that statistical situation, there are encouraging signs. The paper shortage scare is well behind us now, (??? H.H.) also a sufficient amount of time has elapsed for those concerns, who had their civilian business transformed into war production, to have discovered essential uses for printed advertising. Advertising agencies are more Direct Mail conscious of late. Many of them are asked to take charge of ceremonies incident to award of Army and Navy production certificates and as a result they are planning programs and mailing pieces, badges and stickers, tickets and all the rest of the familiar form of printed advertising.

MORE ➔

Suppliers Speaking:

None of us can see too far ahead into the future, neither do we know what is going to happen in the post-war period, but I believe that Direct Mail is going to have more of a place at that time than it ever has had. There is still a field for Direct Mail. All of us cannot go into defense work one hundred per cent. We wish to keep contact with our customers and keep alive such lines as we are able to make. Direct Mail should play a part in doing that. Those industries which are in defense work will some day be back selling their civilian trade, Direct Mail should be used now to keep in touch with those customers.

If you look around, you will find the agencies and the printers who are busy are the ones who have always used aggressive and alert selling tactics . . . which proves that the job can be done, if the proper effort is put into it.

Just as sure as shootin' there will be "business as usual" some day. Many firms who are reasonably well known today will be but a memory for the reason that they have chosen to ignore past lessons and have dropped their promotional activity. The value of Direct Mail as a media has not shrunk one iota in my opinion.

(2) THE PRODUCERS

How do the printers, lithographers and lettershops feel about Direct Mail? Here is a collection of interesting thoughts from the many letters received.

Up to this time we feel SWELL about Direct Mail. But when we look around our industry and watch the boys dropping out of the picture one by one, and hear the survey reports that 30 per cent of the Printers will fold before another year . . . we hesitate to issue an optimistic statement. . . . Direct Mail may suffer a severe set-back for the duration but we like to think that Direct Mail now has a brand new opportunity for the following reasons:

Take 10,000,000 men out of civilian life and we still have about 130,000,000 folks left who still have interests and desires to be satisfied.

Serious tire and gas rationing is bound to interfere with personal selling—and train and bus restrictions are bound to interfere with normal buying.

Folks who never before bought by mail—are going to be darned glad to buy by signing on the dotted line . . . right in their own homes. And

what happens to that great army of salesmen who—even though they had little to sell—must still keep alive the good-will that cost American industry billions to develop.

So why spike our presses and lay aside our pens now? Direct Mail may be in a spot at the moment . . . but our whole profession is trained to be resourceful. What would our government—which is so feverishly working to win this war—do without using Direct Mail?

Continuing

A ROUND-UP OF OPINIONS

on the Direct Mail "Situation"

The jobs we produce are essential to the conduct of the war:—

1. Helping the Governments speed up the distribution of information.
2. Helping war plants with their needs for goodwill messages to their employees, former customers, etc.
3. Helping sub-contractors get business.
4. Helping "small business" (non-defense) stay in business for the duration—to soften the aftermath and post-war transition.

Direct Mail is getting a kicking around, what with many of our customers forced out-of-business through lack of essential material. The "Paper Salvage" campaign made Direct Mail users unnecessarily hesitant to use paper because of anticipated unpatriotic reaction. It cut deeply into our business.

Millions of American automobiles are definitely on their last set of tires. Nationwide gas rationing will further cut down the volume of driving. Thus changes are bound to be brought about in the buying habits of millions of consumers, in the dealer outlets throughout the nation. This is certain to cause increased activity in mail selling . . . In our work, we are doing everything within our power to initiate ideas that definitely "tie-in" to the war effort. These ideas are being developed in many ways (1) educational manuals for new employees; (2) house organs to step up industrial production . . . distributed by mail to homes of employees; (3) trade contacts by mail to keep the distributing organization of our clients informed on the problems of servicing the customer on repairs and maintenance. . . . Some manufacturers are wide awake to what they should be doing in the present situation to preserve their customer contacts . . . with

an eye to the future. . . . Many others, however, are woefully ignoring their opportunities to build good will and maintain market relationship. Right in this spot is where an educational program is needed on the part of the organized interests in the Direct Mail field.

This is a modern war which calls for modern methods. Direct Mail is a streamlined modern way to get action from people on a selective basis. Couldn't you start some activity to endeavor to convince the Government itself that Direct Mail should play a larger part in the war effort? Apparently, newspaper, radio, magazines, trade and farm paper advertising all are having a place in the picture, but very little has been heard about Direct Mail.

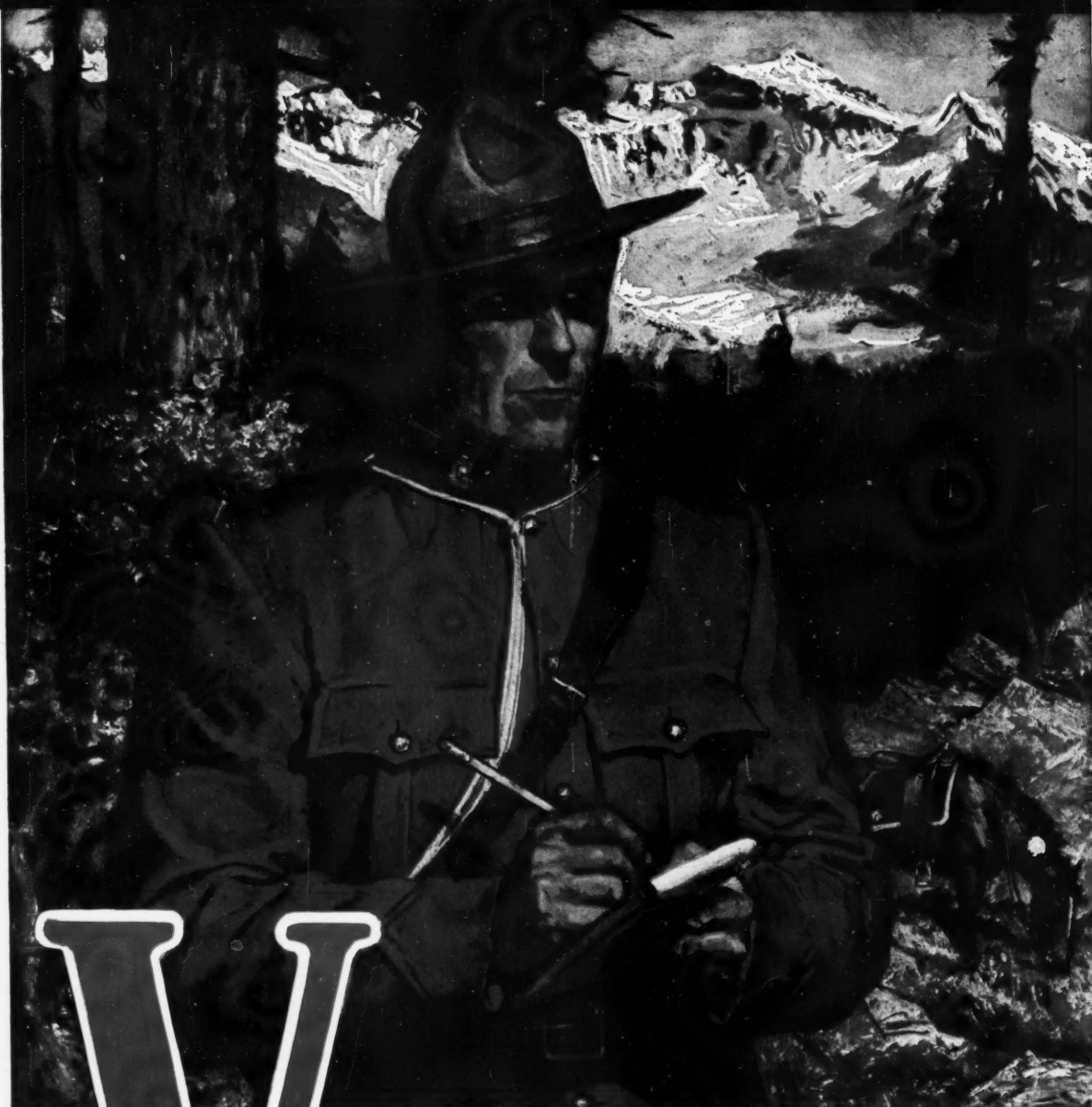
We all know that it did a great job for the U. S. Treasury until, perhaps prematurely, suspended. Because Direct Mail is less powerfully organized, it is getting the "go by" even though it is perhaps one of the most powerful of the media which can be harnessed to do a job on the home front.

It looks to me as though the "Advertising Fraternity" is going to be seeing what it can do to get industry to pay for an advertising agency to contribute campaigns which will fatten the profits of magazines, newspapers and radio stations, but I do not think that there is very much done as yet to get Direct Mail into a prominent position in the picture.

We are directly engaged in producing letters and Direct Mail pieces for fund raising agencies who play a very real part in this war. We are also working directly with the government on various war campaigns. In addition, our plant turns out a mass of printed matter required by war plants. All these activities are surely "essential." We continue to produce much commercial Direct Mail material. Although some concerns have discontinued their Direct Mail programs, others have actually increased their appropriations in order to compensate for the diminished ability of their depleted sales staffs to make personal contacts. Although this aspect of our work may be less essential, I feel that it is nevertheless a direct result of the war and might be considered of some importance.

When I review the hundreds upon hundreds of Direct Mail uses which have passed through our shop; civilian defense bulletins; explanations of shortages; announcements of new products with substitute materials; messages from salesmen no longer able to make seasonal trips; price changes; data sheets showing ways and means of conserving critical items; standard practice instructions for new employees, to mention a few—I cannot conceive how anyone can question the essentiality of Direct Mail at present.

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



V



ICTORY WAR QUALITY PAPERS
are aiding the Nation's war program

Advertisers can contribute to the war effort in many ways . . . book-lets on better ways to use machinery, brochures on labor-saving devices, folders on time-saving routine . . . Scores of other items of worth-while information will be gratefully read and put to good use. Use more printing as a patriotic part of your own war program.

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.

Copyright, 1942, By The Northwest Paper Company

Producers Still Speaking:

Can you conceive of any operation going smoothly without the benefit of communication, instruction or information? Suppose tomorrow morning we were informed we could no longer write letters—can you visualize the handicap under which we would have to operate?

We are a part of the communication system of business and industry. Emergency messages, contacts, information, fund raising, collecting money and all of the communication problems that business must have are being solved by our industry. Without our industry business would be much harder to conduct. We are as essential as accounting in many places. More efficient distribution of goods at less traveling cost and less selling cost is what Direct Mail communications offer to business.

Direct Mail is just as important to this war effort as are radio, newspapers and other publications—all of which play their part in promoting ideas, stimulating interest and disseminating information.

People have to live, people have to eat, and as long as any activity to help them live and eat does not run counter to some definite war activity, it has a place in the war economy. If I knew a better contribution to the war that we could practically make, we'd make it. If I thought that any Direct Mail we do got in the way of the war effort we'd stop it.

But until then, trying to be sensible and realistic, I feel that by carrying on our normal work, helping that part of American economy that has to continue in non-military operation, we're being good citizens.

We're going to punch the time clock as long as conditions let us—meet new problems as they arise the best way we know how and not die a thousand deaths anticipating them.

Direct Mail is of the utmost importance to many advertisers who want to preserve their identity. As there is no waste in Direct Mail if it is directed only to those people who should be interested in a certain product, it proves a greater necessity than other forms of advertising which reach both prospects and non-prospects.

There is no rationing that has yet reduced the power of Direct Mail. Mailing pieces can take the place of salesman's calls and can be most useful for dealers of all sorts.

Direct Mail can sell our countrymen on the urgency of sacrifice and the supreme importance of "everything for the front." While "business as usual"

is out, business is very much a part of the picture. Direct Mail, as a vital tool of business, has its role to play. . . . This war is a long and brutal business. Many things we now take for granted will disappear before it's over. There will be important and far-reaching changes in American economy. In addition to its morale-building effect, Direct Mail can help to cushion the effect of those changes.

About six weeks ago I'd have answered much differently from today.

Continuing

A ROUND-UP OF OPINIONS

on the Direct Mail "Situation"

During the past three weeks about six large firms have ordered big totals of envelopes addressed. Either they are going to take a grand flier on the demise of Direct Mail or else they've spotted something in the wind that spells Dollars. Two of the firms, after testing 1,000 names, rushed a letter inquiring how many more equally good names were available for rush service. . . . It seems that companies offering news-service, maps, and "business outlooks" have the edge on those that are trying to sell general reading material, and what-have-you.

Our business has fallen off about 15 per cent from last year. Also, it has reached the point where we occasionally have to turn down a job because of the shortage of labor. But we still figure that enough concerns are going to want first-class work done and want us to do it so that we will be able to keep our heads above water. All good service organizations should feel the same way. Direct Mail is necessary and has a real place in the war economy.

Direct Mail has a definite job to do while the war is on. That job is to fill the gaps caused by a manpower shortage—to take over the work of distribution and sales forces and keep consumers supplied with the things they need. Because we are helping to accomplish this, we feel that we are definitely doing something essential to aid the war effort.

Times like these call for efficiency and simplification of methods. Certainly there is no method more efficient, more simple and more direct than mail advertising. It's got what it takes to keep intact our economy and the ideals for which we are fighting.

The long lists of business casualties resulting from World War No. 1 should remind management of the importance of maintaining customer relations . . . whether management can furnish goods or not. Selling management this idea is our first duty.

(3) COUNSELLORS

Here are thoughts from the many letters written by the men and women who write and plan campaigns for others.

I agree that we might as well be hardboiled about Direct Mail and its place in the current scheme. . . . Direct Mail principles themselves have changed but little. The present situation simply altered the need for Direct Mail, the nature of such Direct Mail as is needed, etc. A careful study of the country's needs at this moment and a shrewd application of Direct Mail to those needs will produce a wealth of undreamed of opportunities for Direct Mail to play a valuable (if not quite "essential") part.

If we were selling largely to retailers I would be more concerned about Direct Mail than I am. At least 25 per cent of retailers will be out of business before war is over. The others are faced with merchandise shortages, inventory control, concentration of markets served and shifts of population. But there is certain merchandise which retailers can effectively offer by mail so that customers don't have to leave their homes to get it. Smart retailers will use good illustrations and appealing sales copy to make mailings pay more than they have. This would be helpful to dealers also if they are hard hit by man (and woman) power shortages behind the counter.

We are serving manufacturers chiefly and a few distributors. I don't look for any lessening of Direct Mail among most of these accounts. Several are keenly alert to the advisability of using more Direct Mail to take the place of salesman's calls. True, others who are engaged on war work have nothing to sell their old trade and among such manufacturers there has been a general disposition to use more and more business paper advertising of an institutional nature. If these concerns are not using Direct Mail, it is largely the fault of the sellers and producers of Direct Mail. There is definitely a place for Direct Mail to go along hand in hand with business paper advertising and many manufacturers would include it if it were strongly sold to them.

Direct Mail's weakness today is probably due to its greatest strength . . . its proven ability to sell goods. People don't want to sell goods so they stop their Direct Mail. That's simply

a challenge to the producers to show how effectively Direct Mail can be used along other lines. As long as folks want to influence other folks, there will always be a place for Direct Mail . . . and it can certainly sell ideas as well as goods.

It's up to the sellers and producers of Direct Mail to tie this medium in to our changing economy. There is no advertising medium so adaptable, so flexible, so free from waste, so personal and so easily timed. If it isn't being used as much as it could be to help win the war, then you and I and a lot of other fellows are faced with the job of getting it used.

• • • —

Direct Mail has got to tighten its belt, lengthen its reach, sharpen its technique—put more thinking into its copy, more simplicity and power into its craftsmanship, more resultfulness based on research into its active program. It's got to be war-seasoned and war-sincere, with the fancy frills and artistic superfluousities cut out. It's got to put a lot, a whole lot, more gray matter into its printed matter than ever before.

War shakes people up. It demolishes old routines. It blasts the hell out of humdrum and smugness. It demands faster, deadlier effectiveness from all sorts of instrumentalities . . . from a PBY bomber to a No. 9 correspondence envelope.

The question is: not whether Direct Mail's any good; whether it has a place in the scream of things; whether it is doing an "essential job"—but whether WE, its practitioners, are going to measure up to Direct Mail's wartime role with wartime performance.

• • • —

An Advertising Agency in a bulletin to employees (after listing some of the important war-business projects being handled by printed promotion)—

"All these things that we are doing are for the good of America, and for your good. And we truly believe that this is but the beginning. We will be doing more work—and increasingly important work. We have the people, we have the will, we have the facilities to do a big job here—bigger, perhaps than anything we have ever dreamed of. We depend upon your loyalty and enthusiasm, so that we may measure up.

"Perhaps we would feel that we were making a bigger contribution if we had a gun on our shoulder and a uniform on our back. The job we are asked to do has little of the glory and none of the grime of first-line battle. But let us not for a moment lose sight of the fact that we are not playing the least important role in this war, that those who have gone from us to join the armed services expect us to do it well!"

• • • —

We are going through almost exactly the same experience that we did in the last war, and it is affecting us

in about the same way. Many people then felt that Direct Mail was through, that it had no place in the war economy and that we had best forget it. But you know that Direct Mail had the greatest upsurge after the last war that it had ever had. During the latter part of and after this war, Direct Mail will really come into its own.

• • • —

Direct Mail can do dozens of war jobs which will directly help the war effort.

• • • —

Direct Mail, better than any other medium, can tell *the trade* what the advertiser is trying to do to maintain his service and business without having his message misconstrued by the uninformed outside the trade. The ability to focus Direct Mail on a particular trade, group or class is particularly useful in this war situation. The use of Direct Mail can thwart public criticism of "wasting money" instead of putting it in war taxes or bonds, because no one outside can have a knowledge of the size, scope or cost of a mailing or series of them.

• • • —

Retail stores need Direct Mail like they never needed it before. Because of the tire and gas situation the store has to go to the customer instead of the customer going to the store. As a result, stores are contacting their suburban and out-of-town customer lists with mail pieces that stress mail and telephone orders. Once again Direct Mail becomes a "life saver." It's a pity that a war curb necessity has had to be the means of opening many stores' eyes to the effectiveness of Direct Mail sales promotion intelligently directed.

• • • —

There's no question in my mind about the future of Direct Mail or the continued necessity for it. Direct Mail is too important a part of too many programs for it to be buried, no matter how much "stupid thinking" there might be. Right now we're doing a great deal of "good-will building" by mail. Where formerly we would have been busy selling, we're now busy just keeping friendships and contacts alive, holding relationships until such time as we again have something definite to sell.

• • • —

Services and goods that help the war effort, or at least in no way hinder it, can be sold as usual—in many cases, better than usual. To that extent our jobs as direct advertisers are essential.

• • • —

The government is and will continue to be, the biggest user of Direct Mail.

(4) THE USERS OF THE MAIL

Of course, this is the most important group. The producers, creators and suppliers might be "whistling in the dark." The people who buy printing and send it through the mail only do so because they *need* it or think they need it. How do they feel about Direct Mail and Printed Promotion during Wartime? First, we will take

THE MAIL ORDER GROUP

(The people who sell products, or service by mail entirely.).

The only intimation I have had that Direct Mail is in the doldrums is that several old established printers around here have folded up. The rest of them are doing no business and the number of mail solicitations reaching my home and desk is markedly reduced. * * * As far as we are concerned our business is way ahead of last year. We have a fair supply of certain items and the increased volume on these is offsetting the loss of some merchandise that is not obtainable. We do not expect to be able to replace some of our present inventories and do not believe that the items we will carry next year will yield the volume we are doing now. For that reason we are getting ready to test something new that will probably be available and considerably in demand. * * * Responses to our present prospect campaign are strong and are increasing; August was better than July and September better than August. The average size of our orders has stepped way up.

• • • —

This fall looks mighty good for mail order sellers—if they can get merchandise to sell. With gas and tire ra-

Specify one of

ESLEECK

THIN PAPERS

For

RECORDS, FORMS

COPIES

THIN LETTERHEADS

ADVERTISING

SEND FOR SAMPLES

ESLEECK

Manufacturing Company

Turners Falls, Mass.



International's new Springhill Mill, located at Springhill, Louisiana, has met and is meeting the challenge of war-time conditions. It is now supplying the government and American industry with top quality, surface-sized TAG, INDEX and BRISTOL (100% bleached sulphate) at low prices . . . an achievement which is no accident because Springhill was PLANNED to give maximum values.

SPRINGHILL TAG·INDEX & BRISTOL

For more than 10 years, International Paper has advised buyers of printing to "Consult Your Printer"



INTERNATIONAL

PAPER COMPANY, 220 EAST 42nd. ST., NEW YORK, N. Y.

PAPERS FOR PRINTING AND CONVERTING



THOUGHTFUL PLANNING IS A SERVICE TO THE NATION ★

Users Speaking:

tion, people will shop less and are certainly going to be in the market for foods and merchandise sold through the mails. * * * You ask, "Are you, in your work, helping the war effort?" Yes, I am helping to sell millions of beautiful trees and shrubs to help people beautify their homes. I am helping to sell tons of food through the mail to help you and Mr. and Mrs. John Q. Public obtain quality foods which build your body, keep you trim, help you keep on the job—to earn a living, give somebody a job, and pay the grocery man. * * * War effort doesn't only mean shouldering a gun—building planes—welding plates—hammering nails. It means helping to build and keep morale at the peak.

This will be a good winter for our business. The price of fruit in the market promises to be good and our offers are more attractive under those conditions. There is money to spend which can not be spent on tires and gasoline and other items. We have a big competitor in Uncle Sam. He deserves what he can get and then I would like to get some of the balance. * * * Lists will be in poor shape this year but we will have to do our best and be patient. Mail advertising should be as effective as ever. With things happening so fast now mail advertising should be the ideal way to get the message quickly where you want it.

We are going to increase our advertising expenditures if we can secure enough good names. We've got to keep our name before the public, otherwise they will start buying from some one else. * * * I don't believe there is any intention on the part of the Government to restrict normal and reasonable advertising expense.

Sears Roebuck, Montgomery Ward, Chicago Mail Order House, Spiegel, Inc. and others have demonstrated that it is not necessary to have a convenient retail outlet at hand for the purchase of a great many varieties of necessary consumer goods. Therefore, you might say that it would be a wise thing to shut down all retail dry goods and department stores and let them be replaced by Direct Mail. At least, it would make as much sense as clamping down on mail order operations and forcing people to go into established retail stores for their merchandise.

We are not a big concern, having probably 70 men and forty-five to fifty women at the peak. By the end of October one-third of our man power will be in the service. That means the rest of us who are on the shady side of 45 will have to stay on the job. * * *

THE REPORTER

Our business has not been adversely affected by the war except in the mechanics of operation. Our Direct Mail promotion has kept up at top speed and if anything we will be increasing it in the spring.

The trouble with many in the Direct Mail crowd is that they are afraid the "industry" is not getting its share of attention. * * * If Direct Mail cannot stand on its own feet without ballyhoo, then it won't last long with ballyhoo. * * * If a company has not

Continuing

A ROUND-UP OF OPINIONS

on the Direct Mail "Situation"

enough gumption to know whether Direct Mail is working for them, they better close up shop. * * * As far as we are concerned, Direct Mail does the job for us cheaper and better than we can get it done any other way, and as long as it continues to measure up against other methods of selling, we are going to use it. It directly produces 85 per cent of our subscriptions and indirectly produces the other 15 per cent.

INSURANCE

Here is a cross-section of opinions from the very important insurance field.

Advertising of all kinds is being kicked around and will probably emerge after the war in a bruised and battered condition, but it will rapidly be nursed back to health and vigor. I do not believe that Direct Mail is any exception. The faith in advertising must be very great when so many firms are buying expensive space to keep their names alive and to tell the public that they have nothing to sell. * * * Insurance agents find that they have practically no other means of advertising except Direct Mail and we note quite an increase in agency interest in this form of reaching prospects.

If you have goods or services available for sale under present war conditions Direct Mail is more effective than ever. The mailing piece meets with less competition for attention. The public has more money to spend and comparatively few things for which to spend it. * * * We in the Life Insurance business are particularly well situated to use Direct Mail advantageously. * * * We believe more strongly in Direct Mail than ever before. We are putting this conviction into practice every day.

We (in this State Insurance Agency) would be completely lost if we had to do without the "leads" we get from continuously approaching our good Hoosier people by mail.

Never before have we had the opportunity to use Direct Mail more successfully than we have today.

We are optimistic about the immediate future, because agent-selling companies will have a more and more difficult time in holding their agents, to say nothing of the difficulty in recruiting new agents. As rationing will present an ever increasing hardship for agents to call on prospects, particularly in rural areas. All of these factors should make our business better. We will take advantage of it by increasing our mailings.

True it was that our business fell off during the last war and true it is that it has fallen off during this war.

But, it's a blamed sight better to keep plugging than it is to close shop. We'll need to watch our expenses and grab every chance to get business. That's the reason that we belong to the Direct Mail Advertising Association and read *The Reporter*. We need to keep in touch with what's happening in the Direct Mail field and to pick up any idea that will help us get business or save us money.

THE FARM FIELD

Here are reactions from those who are dealing by mail with the rural sections.

Today Direct Mail is a real necessity. We travel over a hundred salesmen. So far they have not been seriously handicapped for lack of gas, but their activities soon will be greatly curtailed. Contacts must be kept up and Direct Mail is our answer. We are on the air six days each week and will continue our broadcasts by radio but that is not enough. We must use Direct Mail.

As far as our company is concerned, we are continuing our Direct Mail the same as before the war.

My general impression is that the magazine and newspaper people are, as usual, establishing a much better case for their media than are the Direct Mail people. * * * Advertising has a tremendous job to do in holding together our civilian economy and in cushioning the blows that war is bound to inflict on this economy. Individual advertisers can teach their customers through advertising. Teach them the use of substitutes, conversion of equipment, conservation of materials, the

MORE →

Users Still Speaking:

need for price control and quantity control. . . . Direct Mail should play fully as great a part in the new role which advertising must fill today as it ever did in the straight selling of goods in peace-time.

• • • —

We intend to continue our Direct Mail, but not on the same scale as previously, for the very obvious reason that we do not have the products to sell that we had a few years ago. . . . Our Direct Mail, also other forms of advertising, will be designed to help the farmers obtain better results from what machinery they now have, since there will be less labor on the farm in 1943 than in 1942 and extremely little new farm machinery available. Such advertising, consequently, is of direct benefit in the production of food, which is so essential to the winning of the war.

• • • —

Secretary of Agriculture Wickard has said that food will win the war and write the peace. Poultry and eggs have been singled out as a class of food on which tremendous increased production is needed. . . . To a certain extent, we are acting as a mouthpiece for the government, in carrying Department of Agriculture requests to our 500,000 subscribers. . . . So if you consider that the production of food is equally as important with the production of arms, our Direct Mail work is definitely helping the war effort.

The army and war factory jobs have practically eliminated our field selling subscription force. Today we are more than ever dependent on Direct Mail to maintain our circulation. Our total volume of Direct Mail sales is three to four times heavier than it was five years ago.

Specify one of

ESLEECK

THIN PAPERS

For

RECORDS, FORMS
COPIES
THIN LETTERHEADS
ADVERTISING

SEND FOR SAMPLES

ESLEECK
Manufacturing Company
Turners Falls, Mass.

Our only fear is that the government may crack down with some arbitrary rulings and tell us we can use only a certain percentage of what we used last year in Direct Mail. Somebody in Washington may get the bright idea that third class mail is not essential and should be drastically curtailed in order to make room for more war goods. . . . Let's convince the government that because they are taking so many of our men for the army and for war factory jobs that the need for Direct Mail is greater than ever before, to keep alive what business remains. There should be no restrictions what-

Continuing

A ROUND-UP OF OPINIONS

on the Direct Mail "Situation"

ever on the total volume of Direct Mail which any one business wants to put out.

• • • —

Here Is a Fine Case History

We are a farmers' co-operative association buying in 1942 36 million dollars of feed, fertilizer, seed, and other farm supplies. We serve about 100,000 members and patrons in nine states. . . . Our printed promotional endeavor is almost 100 per cent Direct Mail. The main approach is through our monthly magazine, which goes to all farmer-patrons.

Next we reinforce this broad program by circulating an 8 page, 8½ x 11, two color, bi-weekly house organ to the 700 local representatives and regional warehouses servicing the Exchange's distribution points. This medium carries advance notice of changes and developments concerning our supply items and the way they are distributed. With WPB, ODT, AAA and what-have-you hatching new circumstances every 24 hours, there is plenty to keep the alert signals flashing around this publication.

Then we reinforce the whole show, especially as it goes through to the consumer, with pamphleteering on a grand scale. We have boiled down, distilled and neatly packaged the essence of how to raise cows, chickens, cucumbers and even the farmers' morale in a variety of booklets, folders, and tack-up, step-by-step-guides.

Geared to this flow of Direct Mail material are the displays, posters, "fliers" membership meeting announcements and service helps such as egg record and milk record charts—in fact, all other promotional endeavors, even including movies and slide films. The whole scheme is one intricate but closely co-ordinated pattern of promotion which is "sparked" through the mails.

As we come down to the business of assembling orders, we employ Uncle Sam's penny errand boys in the form of double post cards for use by representatives and warehouse managers in mailing to members to request mail orders by way of the return post card. Some of these mailings have scored as high as 70 per cent return—and that for items costing from \$2 to \$60 a copy! . . . Our whole enterprise saves false motions—even the penny post cards save tires and gas. It would be very difficult to imagine the business operating without its Direct Mail contacts. . . . Are we helping the war effort? It would seem that 600,000 tons of feed along with a comparable volume of other supply items would produce the food for quite a few commando units as well as the drill press operators, ship builders, parachute stitchers, and others directly involved in the war effort.

MISCELLANEOUS

Here are reactions from Association Secretaries, Retailers, Consumer Goods Manufacturers, Transportation Companies.

Direct Mail is going to be more important than ever before in selling to retailers and distributors because travel handicaps prevent selling.

• • • —

From what I hear through our rather extensive membership, Direct Mail is definitely on the upbeat. A large number of firms are using it as a means of keeping in touch with their trade at a time when salesmen cannot travel and when they would have nothing to sell if they did go on the road. . . . In addition, Direct Mail is being used for educational and training purposes and as a means of furthering all sorts of campaigns within the company.

• • • —

Before this war started my desk was piled high each morning with the very latest in Direct Mail. Somebody or other was always trying to sell us a new truck, a new typewriter, a new fireproof safe, a new folding machine. Today I never receive more than one or two pieces of Direct Mail. There are many days when I don't receive any. And our organization is a fairly sizable one. Our needs are great and we are in the market for thousands of items. Nobody (or hardly anybody) asks us to buy.

• • • —

The need for conserving tires and gasoline makes it illogical for our salesmen to call on customers and prospects as frequently as in the past. To fill in between these more widely spaced personal calls, we are using two Direct Mail procedures. One consists

of a combination letter, order form, and return envelope in a single unit which we supply to the salesman so that they themselves can conveniently contact the customer by mail; the other consists of a very much simplified system whereby the salesman reports on a personal call to his inside sales department who, in turn, follow up the call by mail until the time of the salesman's next personal contact. * * * Purchasing agents generally have less time to listen to a complete story about new products or major improvements in old products, so Direct Mail has been of increasing value in publicizing new items.

• • • —

My entire experience with Direct Mail has been in the house magazine field, but I consider that definitely *Direct Mail* advertising. Our own magazine is being very favorably received. * * * Many company publications come across my desk and I would say that they are definitely contributing a great deal to the war program. * * * Company publications are aiding the War Bond Drive and many other programs involved in our war effort.

• • • —

If a firm is cutting out all advertising, Direct Mail suffers by that decision. If a firm decides to cut out all advertising except contacts with specific customers, then Direct Mail fills a very definite need for that company. * * * Right now, every advertisement we run brings us far too much business, far more than we want. It's the most ridiculous situation I have ever seen. We stand with our faces reaching our feet night after night as we look at the sales of our stores and sadly say, "They're doing too darn much business." * * * I now know how a trout fisherman feels. He waited all his life to find that certain lake. He finds it. It's full of trout—big trout—they're fairly leaping, but the poor fisherman has to stand with his hands tied behind his back, his rod and reel lying useless on the ground, and all he could do was gnash his teeth and go quietly mad.

• • • —

NOW!!

Read one special letter... one of the best received during this round-up. Applaud the courage of the New Orleans Retailers. Then continue the Round-Up Study on page eighteen.

THE REPORTER

A new flag flies at Hammermill



"Every man and woman at Hammermill is honored that our company has earned the coveted Army-Navy Production Award. Honored that our 'know-how' in making and delivering paper is helping America in its war effort. Each of us is pledged to look upon the 'E' badge that we wear and the 'E' flag that we fly not only as a reward for the past but as a challenge and an inspiration for the future."

HAMMERMILL
BOND

HAMMERMILL
MIMEO-BOND

HAMMERMILL
DUPLICATOR PAPER

Hammermill
Bristol

Hammermill Paper Co.
Pittsburgh, Pennsylvania

A WONDERFUL LETTER *

Sept. 26, 1942

Dear Henry,

I am afraid that the fighting spirit and the will to win for our country isn't any more sturdy than the will to retain basic principles in business, advertising or life economy of today. We have had the easy way of life for the past 20 years and when the going gets tough and results more difficult, the great mass of our people (including direct mail advertising men) long for the "good old days."

Unless we lick this spirit, including the spirit to "hurry up and get it over with so we can get back to normal," we are going to lose the war, our future and certainly advertising. However, there are still a band of strong souls left who fight, think and work in the new way . . . the manner of present day war thinking.

Direct mail will never go back to its good old days of lush layouts, luxurious paper and color, tricky folds and cuts, mass mailings . . . for the time being and perhaps in the future they are gone. A new era in direct mail is here for those men who can understand peoples thinking of today . . . who can see governmental pressures on every side and interpret them to their customers . . . who can see a changing world and write humanely about it.

Bunk and bosh are out. When men are bleeding for their country you cannot use namby pamby words or panty waist idioms. These are times for directness; for gory expressions that hit between the eyes; for talk as brutal as tanks; for pictures as appalling as hunger; for activities as exciting as the air force.

Yes there is much for direct mail to do. Sell bonds. Fight waste. Gather salvage. Enlist men. Interpret government rulings.

I'm sending you one of my own efforts. This "Christmas in July" project proved an amazing success. I put it into folder form to let the retailers of the country have the benefit of our experience and use it for Christmas. We didn't wait for the government to make it . . . we did it and paid for it. We are stirring up our own cooperation without waiting for the Treasury to get through their necessary rules.

I am mailing 5,000 enlistment announcements for the navy in my invoices. I am sending out interpretation of credit rules. I am working like hell to get some of the defense workers into my stores by addressing them direct and to the point about wanting their business.

Just this week we gathered all the men's clothing dealers into a campaign to sell the civilians on the idea that, "keeping up their appearance on the outside would keep up their morale inside."

We banded together 16 stores and laundries into this cooperative campaign . . . newspapers . . . display and direct mail. Using a mirror as the basic idea . . . calling it "Dress Up Inspection Week," we are using as our headlines

**Take a Look at Yourself.
Do You Look Like a Man on His
Way to Win a War!**

This includes a soldier standing in front of a mirror with a civilian and urging the action. Another says,

**"When you are down at the heels
you are down at the mouth."**

another

Life, Liberty and a Suit for Happiness.

These are but a few of the things we are doing. New Orleans through our efforts raised 465,000 dollars on Carnival Day for bonds through re-

tail stores . . . because we abandoned the carnival. On July 1st we raised \$618,000 for the Retailers for Victory Committee. On the "Christmas in July" we sold \$638,000 and YESTERDAY we had our own Bond Breakfast, the most inspiring patriotic celebration I have ever attended and sold \$4 million (*the country's record.*)

Is there work to do for direct mail minds . . . are there results to be accomplished . . . is there time to do it all . . . Well let the record speak for itself. Those of us who are left here have a hell of a lot to get done. It is no time for indecision, defeat or delay . . . Let's Go!

Yours, JULES (signed).

P.S. Henry I made this rather hot. Use my name if you wish. I am working like hell to organize 9,300 retailers here to sell bonds and report every week. Maybe by Oct. 15th my draft board will gather me into their folds . . . till then I am too busy trying to do my bit, to bother with drones and obstructionists.

SORRY FOLKS

The triple-wing inserts about "Christmas in July" arrived safely from New Orleans. But, in spite of all our juggling, they wouldn't fit into the size of *The Reporter*. These folders explain how the New Orleans Retailers sold Bonds; shows mailing pieces, displays, etc. Send us return postage and we'll mail copies to anyone interested. Will also pass them out at DMAA One-Day Conference.

Now continue "Opinion Survey" on page 18.

* Reporter's note: The above letter came by air mail from our old friend Jules Paglin of Sam Bonart's and Porter's, New Orleans. Read it again, some of you defeatists . . . and be ashamed. We wired Jules "Ship 'Christmas in July' folders for inserts in Reporter. God bless your courage."—H. H.



What about *after* the war?

There will probably be many new appliance manufacturers in the field. Most of your present dealers will still be in business, but will they be *your* dealers when the new competitive period gets under way? Are you doing as good a job of "dealer relations" as the problem deserves?

Many well-known manufacturers are using monthly house organs and occasional folders and booklets to maintain favorable contact. It is an economical and effective way to let dealers know you are interested in them and to pass on friendly, helpful information—to "bridge the gap" for after-the-war dealer loyalty.

An ideal paper for house organs, folders and booklets is Woodbine Colored Enamel. It is available in many colors, smoothly coated for fine screen halftones, and prints equally well on letterpress or offset equipment.

Woodbine Colored Enamel is *promptly available*—amply stocked by paper merchants in all important markets.

Write for free samples of this unusual paper. We will gladly send them in all colors, as well as sheets for layout and dummy purposes. Address: The Appleton Coated Paper Company, 4109 Wisconsin Ave., Appleton, Wisconsin.

* *If you Don't*
**MANUFACTURE
ELECTRICAL
APPLIANCES**

You can profit by reading this advertisement. Every manufacturer who markets his product through dealers has the same problem ahead.

Write us and we'll be glad to send you the samples mentioned.

WOODBINE

THE ROUND-UP CONTINUES

The Users of the Mail Give Us Their Opinions

We have reduced our direct Mail about 40 per cent. With materials scarce we cannot stimulate markets or cultivate new markets to increase their use. That means we are forced to drop what is perhaps Direct Mail's greatest feature, namely, "asking for the order." But, we have been able to keep pretty busy.

Our employee's paper was increased from four to eight pages. We are carrying on personalized correspondence with every employee in the service. We are sending specially prepared gift boxes from time to time, handling all of the Bond and Scrap Drives not only with our employees but we have projected the Scrap and Conservation Drives to our trade. . . . We organized the Ride Swapping Labor-Management Committee to handle the eligibles for tire rationing. We have assisted other plants in this area in organizing their Tire Rationing Committees. We assisted and helped to finance, along with other manufacturers, the O.C.D. Educational program in our town. We have prepared Trade Paper advertising and literature on the Conservation of rubber. We also cooperated with the Government's program of truck conservation.

So I think we are contributing directly to the war effort both in effort and dollars, even with our reduction of approximately 40 per cent.

Our company, like many, found it necessary to reduce all advertising activities this year. That, however, does not mean that Direct Mail has been completely abandoned. Use of it is still made to pass on certain information to

our regular customers. But the volume of folders, letters and broadsides has diminished appreciably. . . . To me it has always seemed that one of the best arguments in favor of the use of Direct Mail is that it is a readily adaptable, versatile sales weapon. It can be put to work immediately when needed to do a certain, specific job in a certain, specific direction at a certain, specific time. And if not needed, it can be held out of action until the time of actual need does arise. . . . If a company or an organization has a product, service or idea to sell which is a *direct aid* to the war effort, then Direct Mail is definitely in order. However, if a company or organization has to have someone sitting up until 4 A.M. to think up some hazy tie-up with the war effort, then the Direct Mail profession is the winner if its services are left out of such a scheme. . . . The day after the day we finish the big job once and for all Direct Mail will have the green light, and we'd better be in shape to turn out the stuff that creates action, or someone else will surely step in and do it in place of us!

We are trying to keep our business alive and thriving, and by so doing help keep up the morale of our people. Certainly greeting cards have become an essential. In England the Government even went so far as to put greeting cards back on the list for manufacture, having found that people needed them in these trying times.

SERVICES

In our round-up we grouped financial services, religious and social service agencies separately. Here are important reactions from leaders in these fertile fields of Direct Mail activity.

I have always looked upon Direct Mail as a "working tool" much like a lathe or a milling machine. Direct Mail is primarily the working tool of selling, while a lathe for instance is a working tool of production.

Under normal business conditions, the need for both types of working tools is, let us say, approximately equal, so that both the Direct Mail industry and the machine tool industry are moderately prosperous. Along comes a war and the balance tips very heavily to the production side which means that the machine tool industry will be working on a three-shift basis and the Direct Mail industry will be relatively in the doldrums.

But that does not mean that Direct Mail has no place in the war economy. In addition to the actual production of war materials, we must have a continuing civilian economy to support that production. While it is no longer neces-

sary to "sell" many of the items that are part of that civilian economy, it is plenty necessary to sell some of the others—business and advisory services, for instance.

In addition, there is the whole wide field of Direct Mail activity that lies outside of the inner circle of Direct Mail "selling"—such things as employee relations, customer good will, stimulation of charitable giving and dozens of other essential and patriotic uses of Direct Mail.

This period offers a great opportunity for the development of Direct Mail . . . to fulfill its possibilities in keeping in touch with customers and prospects. It probably can't take the place of personal calls but it certainly can bring in some sales and keep a lot of people from forgetting who's who. In our case, we have men who solicit trust business and also bank accounts, loans, etc. They ordinarily travel about a good deal in their cars. Now we plan to write letters, send reminder blotters, and when someone really wants to talk to one of our representatives he can get there by train or bus. . . . Direct Mail can help meet the handicap of loss of gasoline and tires; it can help sell War Bonds; it can help keep alive the contacts business would hate to lose. Imagination and common sense can find many uses for it, thereby saving shoe leather, gas and rubber.

We have always depended upon Direct Mail to produce a major portion of our annual business, and now more than ever we need it to offset losses which will come as a result of the war. . . . We must be constantly on the alert in each of our 13 branch houses, and we know that Direct Mail will be our best ally. Flexibility is one of the main advantages of Direct Mail, and that feature will be exploited by us to the fullest extent.

Anyone with a lick of sense will admit that now as never before is the time to stress Direct Mail advertising. With automobiles frozen, gasoline rationed, and tires off the market, how in the world are we going to reach our customers except by mail? . . . Because of the denominational nature of our business, we have some problems that are peculiar to our particular line of business; however, we are planning to increase our mail activities.

I have noticed altogether too much pointless Direct Mail which I am sure antagonizes many people who feel that the mails and transportation systems are overloaded without wasting time

MORE ➔

Specify one of

ESLEECK

THIN PAPERS

For

RECORDS, FORMS
COPIES
THIN LETTERHEADS
ADVERTISING

SEND FOR SAMPLES

ESLEECK
Manufacturing Company
Turners Falls, Mass.

IT PAYS TO PLAN WITH YOUR PRINTER



★
**FOUR MORE
IMPORTANT PAPERS**
★

★
JOHN EDWARDS BOND
for those quantity runs where quality
and economy must be combined.

★
NEKOOSA Mimeo BOND
delivers more and better copies per
mimeograph stencil.

★
NEKOOSA DUPLICATOR
especially treated surfaces for both
Gelatin and Liquid machines.

★
NEKOOSA LEDGER
built to meet the demands of today's
high-speed business machines.
★

How long since — if ever — you've made a real analysis of all your office printing — letterheads, envelopes, invoices, statements and forms. Chances are your printer will surprise you with the improvements he suggests when you let him make a survey and submit a plan. In most cases, the printer's suggestions give office printing new life and sparkle, added efficiency. Sometimes it is possible to effect savings by combining various runs. Key to these "blueprints" is the Nekoosa Bond Plan Book, shown above. A printer in your city has a copy of this most interesting portfolio. When you go through it with him — it takes but a few moments — you'll see the advantages of working out a complete office printing plan. Call him today.

As part of his plan your printer will recommend Nekoosa Bond, the paper that's "Pre Tested from the Start." He knows it has every quality to deliver top performance both in your office and his pressroom. It has plentiful strength and opacity, plus attractive appearance. Its surface is especially conditioned for typing and pen and ink and permits smudgeless erasures. Your printer will submit samples with his "blueprint."

NEKOOSA BOND

One of the Pre-Tested Business Papers manufactured by
NEKOOSA-EDWARDS PAPER CO., Port Edwards, Wisconsin

Round-Up Continues

with Direct Mail that has little point. The answer is better quality or more pointed Direct Mail. * * * There are hundreds of new uses for Direct Mail in this emergency,—such as replacing telephones, cars, salesmen, or companies keeping in touch with employees in the army, etc. Better letters more or less grew out of the last war, and I am sure that they will not only weather this one but will emerge much improved.

Our Direct Mail processes are keeping me so busy at my desk . . . that it is impossible to reply in detail and at long length to your letter. * * * In a nutshell . . . by the intensive use of Direct Mail since 1939 we have been able to build our constituency from 15,000 to nearly 80,000. If this sounds like an impossibility and you would like to see the proof of it, stop by at my office some day and I will show you what is going on and what is making our housing problem in this building a very serious one. * * * Our plans for 1943 call for expansion of the Direct Mail program rather than contraction.

We believe in Direct Mail for philanthropic fund-raising as much as we ever did. * * * If some companies have

had to close down for the duration . . . it should mean that there are fewer letters to compete with ours on the breakfast tables of our addressees. * * * We could not operate without Direct Mail, as the great proportion of our income is raised in this way. Without funds we could not do a job of keeping 2,000 'teen age delinquent boys each year out of reformatory and jail in a war period when child delinquency as anticipated, has already risen 14% since Pearl Harbor. Building the boys and young men who are not only joining the armed forces now, but will make our post war world later, seems to us of primary importance.

INDUSTRIAL FIELD

The round-up is concluded with opinions from advertising executives in manufacturing plants (or their distributors)—most of them selling to other manufacturers.

In industrial advertising during wartime, there is an important place for Direct Mail. When our engineers develop a new product that can be utilized in the building of war materials, and when we advertise it through the mail, we get results. * * * What better way could be used to tell harried engineers where to find alternate products for the ones they can no longer secure. Direct Mail which gives news

of something of real value will always bring satisfactory results.

The mine-run Direct Mail advertising of the kind that normally would be successful does not now register . . . at least with the people with whom it is necessary for us to reach. They must be kept too busy. * * * However, factual, informative, helpful mailings are very successful in all the things that we want them to do, including getting our engineers into the plants themselves. That's quite a hurdle these days. All our letters are typed on automatic typewriters and of course filled in and hand signed.

We have just instituted two Direct Mail campaigns to new fields of activities. Without the supplementary medium of Direct Mail, we would not be able to reach all of the possible prospects who could buy our new wartime industrial products. The products we are promoting through Direct Mail definitely help in completing plant expansion and are also necessary equipment for Maritime Commission ships.

The results of our Direct Mail advertising today are better proportionately than publication advertising because we specialize in sending literature and letters to war industries. Of course, our equipment is now furnished exclusively to the Army, Navy and war production plants and is filling a very definite war need.

The amount of Direct Mail which flows across my own desk has very materially decreased during the past few months. Our factories are now engaged entirely 100% in production for wartime needs. There are none of our products available for civilian sales. We have nothing to sell—nothing to offer—and the only thing we can promote is goodwill for our organization and the products in use. * * * We are still continuing the use of some Direct Mail. We have our dealer house organ which we publish quarterly and through which we keep in contact with our dealers. * * * We have just published two service books—on how to keep equipment operating. * * * In our publication advertising we encourage readers to write in for these books and we promote their distribution through our jobbers and dealers.

The present national temper reminds me of Mark Twain's famous steamboat, on which it was necessary to stop the paddle wheels every time they had to blow the whistle. * * * The attitude of the country now is to discourage any business that does not directly help the war effort. The attitude should be to encourage every business that does not directly interfere with the war effort.

MORE ON 22

THE REPORTER

**THIS MAN
WILL WORK FOR YOU
FOR NOTHING**



Who's me?

NATIONAL TRAILER COACHES

DEXTER

WITH THE FLEETS

H.K. COFFEE

PUT A PICTORIAL ADVERTISING MESSAGE ON THE BACK OF YOUR ENVELOPE (by the Artographic process) AND THE POSTMAN WILL DELIVER IT WITHOUT ANY COST OTHER THAN NORMAL POSTAGE.

CURTIS 1000 INC.

342 Capital Avenue HARTFORD, CONN. 1000 University Avenue ST. PAUL, MINN. 2630 Payne Avenue CLEVELAND, O.



HOLIDAY PRINTING 1942 WITH *Strathmore*

This year, printing for Holiday Occasions
and Greeting Cards *should work for Uncle Sam*. Make it colorful and patriotic
to give *real meaning* to this wartime Christmas and New Year's.

Depend on the quality of Strathmore Papers,
and *know* that your Holiday Printing will be dramatic.

Use Reds, Whites and Blues...and Greens...in *expressive*

Strathmore surfaces and textures to make

this an All-American Christmas.



No. 10 in the
STRATHMORE
NEW BUSINESS SERIES

Strathmore PAPER COMPANY | WEST SPRINGFIELD, MASS.

MORE ROUND-UP

Most manufacturing institutions have either barred the entrance of the salesmen or have made it so difficult for him to get in even the front office that direct advertising becomes almost a necessity if we wish to get our message across. When I say "Direct Advertising" I include selling literature, house organs, educational material, etc. * * * Answering your question: "Has Direct Mail any real place in the war economy?" if you mean the helpful, constructive, informative type, I would say Yes! If you mean the regular ballyhoo "I've got something to sell" type of broadside and mailing folder, I would say No! The term "Direct Mail" seems so inadequate when we consider the job that the printed word is actually doing. Here's hoping that some day someone will hit upon a more expressive term for "Direct Mail."

We are in the unique and fortunate position of being able to take on as much new business today as we can attract and to fill orders with our usual promptness. (Non critical and abundant chemical products, Ed.). * * * It doesn't take a \$50,000 executive to figure out that when this war effort ends, those companies who will continue to do business and to ship at a profit will

be those who have kept their product and their company in front of their prospects and customers during these lush days. * * * We recently made a mailing to a prospect list in the State of Illinois. The mailing itself was identical to one used to a very similar list two years ago. The object of the mailing was to produce requests for a free trial supply of our product. In all particulars this recent mailing was identical to the one we made last year. Last year's mailing pulled about 4%—this year's mailing produced 10%. The only reason we can attribute for this is the fact that our story ties in directly with the war effort by holding out a promise of greater production on the part of factory employees. It certainly knocks into a cocked hat the theory that Direct Mail will not produce today.

The general trend among the more substantial firms will be to maintain their advertising programs through the war just as far as their curtailed production and transfer to war contracts will permit. * * * Our particular problem is that our supply of (blank and blank) has been entirely cut off and we are only able to obtain enough "substitute" to run at about half capacity, although the demand for our goods is heavier than it ever has been. Naturally, we have been compelled to

cut corners, but we are still maintaining contacts with our customers and have been doing a modest amount of promotional work.

Our type of job is really more important now than it has been for some time. Back at our desks, we can take a little broader view of sales activities than it is possible for the salesmen to get. Certainly we can be a bit more calm about it. Watching developments in the territory permits us to do a thing or two that not only helps to keep things going now but is pointed to the future. Direct Mail certainly can and does have a part in that program.

Direct Mail has done a wonderful job for us and for the war economy. We are in the mill supply business selling factories and shops. * * * Firms which formerly bought screws, nails, bolts, etc., are now interested in lathes, drill presses and high speed drills.

We use two types of mailing. First, a letter telling of some of the items we carry in stock or items we are distributors for and which war manufacturers need. We enclose circulars describing the items. Second, mailings describing "hard-to-get" materials such as High Speed taps, drills, milling cut-

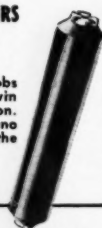


YOU CAN REALLY GO TO TOWN

with MERCURY PRODUCTS

MERCURY-GRAPH ROLLERS for your multigraph

What a roller! Turns out jobs that sparkle, the kind that win "ahs" and "ahs" of admiration. This finer equipment costs no more. Use it and enjoy the difference.



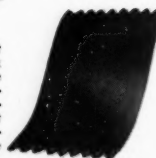
MERCURY-LITH ROLLERS for your multilith

Put the Mercury-Lith roller on your press. Watch how smoothly, evenly it distributes ink to every portion of the form. Examine the sheets you run off and see how extra-crisp, how clean, the jobs are. You'll be a Mercury-Lith fan from then on.



MERCURY-LITH BLANKETS for your multilith

With this custom made blanket you can turn out jobs that look as attractive as any run on large lithograph presses. A Mercury-Lith blanket makes perfect operation of your equipment for it has the same scientific construction as off-set blankets for the world's largest lithographic units.



RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street,

CHICAGO

ters, which we know purchasing agents are looking for and are having trouble getting. On the "hard-to-get" items we enclose inventory lists showing what we have in stock. We alternate these two types of mailings sending an inventory list one week, and a letter describing some specific products the next. . . . Almost without exception our mailings have been very successful. . . . It is not unusual for us to sell three to five thousand dollars of material as a result of a letter which cost us, in time and material \$50 or \$60. . . . We figure it costs us about 3% on the average to get the business. . . . We have opened approximately five hundred new accounts as a result of these letters. . . . Whereas formerly most of our business was local, half our orders now come from out of our area. . . . A certain proportion of these customers will go back to their local suppliers when the war is over. Some of them will stick with us because of our ability to serve them during this emergency.

• • • —

If it wasn't for Direct Mail, your letter of September 11 would have been returned to you marked "Out of Business." . . . Direct Mail has been the one force that has built our business and the one force that has kept us in business.

In March of this year, the WPB cut us off completely from the use of rubber. It was only Direct Mail that saved our necks. One letter brought back the needed information within four days which made it possible for us to present concrete facts to the WPB. These facts induced the Board to reverse their decision. . . . Just last month, history repeated itself. A new department again cut us off from the use of rubber. This time we sent out 300 letters to a picked list of war producing plants who were using our products. . . . The replies were beyond our fondest hopes. War producing plants swore up and down that without some of our products their war production would be seriously hampered. What other force could gather such invaluable information so quickly? The outcome of this last mailing has been the same as the first. We again have induced the WPB to reverse their decision.

In the meantime, we are circularizing all of our customers every sixty days. We are continuing to sell them on the value of our products. Direct Mail is the only form of advertising that we are using at this time. Also 100% of our business is done through the mail. That is why we are not worrying about tires and gasoline. Those companies who depend solely upon salesmen, automobiles and gasoline had better start thinking about following the advice of Henry Hoke.

CONCLUSIONS

on next page

THE REPORTER

EAGLE-A



MORE than a trade-mark

The Eagle-A is more than a means of identifying our products. It stands for constant research in paper making, it means the best skill in paper manufacture, and it is a symbol of integrity of an organization that has served American business since the turn of the century.

Today, more than ever, Eagle-A papers are doing a big job. They are speeding war production by providing dependable, workable papers for every office and factory form; permanent papers for invaluable records of accounting; stationery and advertising papers to carry the messages of confidence in the future and predictions of the better things American business will be able to offer when peace returns.

Whatever the business or technical paper requirements, Eagle-A papers offer you a wide selection with always the assurance that the Eagle-A trade-mark represents value that stands out and quality that stands up.

Your printer is familiar with the Eagle-A lines. Ask him to show you samples on your next job. Or tell us what your needs will be and we shall be glad to forward samples direct.

AMERICAN WRITING PAPER CORPORATION
HOLYOKE, MASSACHUSETTS



Conclusions From The Round-Up

Even on the part of producers and suppliers of Direct Mail, the selfish "business-as-usual" angle is surprisingly absent. * * * *The war comes first.* * * * If it helps the war effort, do it. If it hurts or delays the war effort, stop it. * * * Frills and unessentials should be eliminated. * * * Promotion of luxury items should be discouraged. * * * Although there is no immediate paper or printing production shortage, printers and advertisers should weigh the essentiality of printed promotion in terms of manpower and transportation conversion. That is, if your printed promotion saves manpower or transportation, if it helps the Government war effort, if it saves time, money or aids in upholding the war economy, you should have no fears. If your printed promotion *needlessly* uses money or manpower, and materials (which require transportation and manpower) you are on the wrong side of the fence. That applies to all forms of advertising . . . not only to Direct Mail.

There seems to be no desire on the part of the Government to restrict the *essential* and *helpful* uses of printed promotion. There seems to be no desire in the Graphic Arts Field to "promote printing" just to "save" the paper and printing industries. There seems to be no desire on the part of advertisers to spend money on printed promotion just for the sake of spending.

So . . . many of the rumor and alarms—have been "tempests in a tea-pot" . . . part of the pattern of uncertainty and indecision caused by the shock of war.

Our advice to Direct Mailers generally: Be careful with your lists; don't waste; cut out frills and non-essentials; make your copy and formats factual, informative and hard-hitting; don't attempt *absurd* tie-ups with the war effort . . . but in so far as possible get behind the twenty-five or more Government "Victory" projects and aim your shots in *those directions*.

This round-up reflects a universal soundness of thinking in the so-called Direct Mail Field. As long as we continue to think soundly and constructively . . . our mutual causes will advance and win. As one fellow said, after reading the letters received during this round-up . . . "all of these people can't be crazy."

H. H.

□ **AN ADVERTISING EXHIBIT** has now been permanently installed in the lobby of the Department of Commerce Building. It was officially opened by Under Secretary Wayne C. Taylor on August 31st. This is a first-time Government display on advertising's theme to help win the war. It is one of the first projects of Florence Dart, whose new work was described in the July 1942 issue of *The Reporter*. Florence is off to a good start. The next time you are in Washington, visit the Department of Commerce.

□ **TIP FOR THE U.T.A.** We have been reading the bulletins issued by the United Typothetae of America to its printer members around the country. In all friendliness, we suggest that you stop devoting so much paper and space to long winded discussions of cost accounting and WPB orders. Those things are important, but they can be condensed. Your major effort should be to show your printer members how they can *sell* their service or how their services can fit into the war economy.

That's the important job . . . for you, and for all printers.

FLASH

The War Production Board has approved the Public Relations Program of the Graphic Arts Promotion Committee. Watch future developments.



GET CASH WITH ORDER with

CHECKVELOPES

ORDER BLANK
BANK CHECK
REPLY ENVELOPE
All In One

TRIPLE DUTY

Three forms in one! Make it easy to buy . . . easy to pay.
Ask for samples.

TENSION ENVELOPE CORPORATION
345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

□ **MACHINE SWAPPING CAMPAIGN** in farm field is continuing. E. R. Durgin, Editor of The Case Eagle, h.m. of J. I. Case Company, Racine, Wisconsin, calls our attention to article in their August issue, written by Vice President W. L. Clark, entitled "Lend-Lease Right at Home." Shows how important it is for farmers with equipment not being fully utilized to offer the service of their machines to their neighbors.

This "Lend-Lease" idea could be extended into other fields.

□ **"USING ENVELOPES FOR SMASH PROMOTION"** has been a controversial subject in the Direct Mail field. Best current example is the mailing envelope for De-Ce-Co, the h.m. of The Dodge Chemical Company, Boston. On the left half of the large two-color envelope, the editor reproduces the Certificate of Excellence issued to the magazine by the National Council of Industrial Editors Association. Naturally that Certificate makes an impression on those who receive De-Ce-Co. It may make them more anxious to read.

□ **GOOD DIRECT MAIL ARTICLE** appeared in the August issue of "Executives Service Bulletin" published by the Metropolitan Life Insurance Company, (N. Y.), entitled "Selling Air Express by Direct Advertising" and written by K. N. Merritt, General Sales Manager, Railway Express Agency, New York City. You should know about the "Executives Service Bulletin" anyway . . . so write for a copy. Mr. Merritt reports that their experience proves that executives earning from \$5,000 up will often respond better than those earning less than \$5,000. He reports on a test mailing of 10,000 offering a complimentary air map which pulled 53% returns. The mass mailing later on ran just about 50%.

□ **ADD TO PERMIT #1 CLUB.** The Hart Drug Corporation holds Permit No. 1 for Miami, Florida and have used this permit continuously since business reply forms were first instituted.

The 42nd Street Stamp Shop (Bob Ramsay), holds the No. 1 permit for Riders Mills, New York.

□ **TIP TO THE FAINT HEARTED** in the Graphic Arts supply field. The Bureau of Advertising of the American Newspaper Publishers Association has for years conducted a weekly Direct Mail campaign to a large list of advertising agencies and important advertisers. Since the war started the campaign has improved in style, and has increased in quantity. A recent mailing consisted of a plastic bound stiff cover 144 page book, giving case histories of "note-

worthy advertising successes." Every week brings a colorful folder preaching the effectiveness of newspaper advertising. It is a brilliantly handled campaign. We have absolutely no fault to find with it. But it makes us sick to think how reluctant and hesitant the big suppliers in the Direct Mail field have been to organize a campaign which would show the essential and legitimate uses for Direct Mail in a wartime economy.



FROM FARM TO FACTORY

BY WAY OF A HANDBOOK

War's expanded factories have had to train . . . and still are training . . . thousands of inexperienced men.

Part of this training is through printed instructions . . . handbooks, parts lists, other data. It is frequently referred to, used constantly, handled roughly sometimes.

When you have a job that must stack up against this sort of service, give it the protection of a tough, serviceable cover . . . a cover that is soil resistant, attractive, printable . . . it's called

KROYDON COVER

Available in two practical weights, two economical sizes, and a complete range of colors. Companion lines: Leathercraft Cover, Twiltex Cover. For samples and complete information, write "The Cover Paper Mill."

HOLYOKE CARD and PAPER CO.
SPRINGFIELD MASSACHUSETTS

□ In Defense of House Magazines

Wilferd Peterson (who edits a lot of house magazines) of The Jaqua Company, Grand Rapids, Michigan, is getting alarmed at the emphasis being placed on employee (or internal) publications. Here's an interesting letter from him . . . and we think it is worth your attention:

There is a great deal of emphasis these days on company magazines to go to employees. These employee magazines can do tremendous good in maintaining morale, inspiring enthusiasm and teamwork, and stepping-up production. I'm for them! But I think we may be losing sight of the many things the external House Magazine going to customers, prospects, wholesalers or dealers can do to help win the war and promote business survival.

1. Firms that are busy on war production and haven't anything to sell to regular customers right now, can use the pages of an external magazine to help Uncle Sam. The magazine can be filled with inspirational patriotic editorials and it can go to bat for War Bonds, the Red Cross, the USO and other projects. While helping to win the war the magazine will maintain contact with customers, build goodwill and keep the firm and the product favorably in the picture.

2. Business executives are the Generals, Colonels, Majors and Captains of industry. The success of the industrial army depends on their leadership. House Magazines going to these executives can render an effective service by broadcasting ideas on man-building, personal relations, physical and mental fitness, production speeding plans, etc.

3. Executives want inspirational material for their employee papers, or for mimeographed messages to the men in the shop or for posting on bulletin boards.

The external magazine can provide this type of material, on a page or two, giving executives permission to use it without charge, in any way that they choose.

4. Executives today are working under terrific strain. Many are foregoing vacations. External magazines can serve as "Five-Minute Vacations" with restful outdoor pictures and a dash of humor.

5. External magazines going to customers can demonstrate how to get more service out of the firm's product and how to make that product last longer.

6. Many executives are thinking about their post-war products. The external magazine can show how the firm can help through its engineering department, handbooks, etc., in the development of post-war products.

7. Wholesaler salesmen and dealers need ideas and inspiration to help them survive. The external magazine can serve as a clearing house for ideas on how other salesmen and dealers are solving their war-time problems. And it can also outline plans showing how wholesalers and dealers can help in the war effort.

The external House Magazine is one of the most versatile, flexible and effective medium a firm can use in war-time. By definitely being helpful it can generate tremendous goodwill. By being unselfish in its appeal, it will promote the interests of the firm sending it out far more effectively than would a selfish appeal.

The external House Magazine, for maximum effectiveness, should take off its coat, roll up its sleeves and go to war.

□ **WORRY ROOMS** are now available . . . and are clever. Jack Toy, formerly of Multigraph Company, St. Louis, retired and moved to Florida. Couldn't stay inactive. Invented a WORRY ROOM . . . and is selling it by mail to stores and bulk purchasers. (Address: Mayco Supply Company, P. O. Drawer 4125, Orlando, Florida.)

A 5 1/2" x 7 1/4" wooden contraption to stand on desk. Hinged door opens to reveal a lithographed "room" with appropriate worrying cards, pacing rug, etc. Clever instructions show how much better you can worry . . . if you concentrate on worrying between 1 and 5 P.M. on Fridays. They are going like hot cakes at from 75c to \$1.00 retail. This reporter got a dozen at \$5.40 packed in gift boxes. And are we having fun . . . sending them to worriers!

□ **GOOD LETTERS CAN PROTECT YOUR FUTURE.** So many people, when "washed-up" on a job, forget all about the folks who helped them along the road. Here is a simple little story how one fellow is protecting his future.

Louis Coppola has for some years operated one of those completely-satisfactory, personally-supervised automobile repair services out in the Franklin Square Section of Long Island. He furnished the kind of service which is hard to get at the larger and highly organized agencies. The Hoke Family and many of our neighbors were customers . . . and word of mouth advertisers. Here is a copy of the personally typewritten letter which was mailed on the stationery of the Master Service Garage.

Dear Mr. Hoke:

I wish to inform you that I have received my appointment to the Brooklyn Navy Yard by Uncle Sam and reported for duty July 22nd.

Under the circumstances it naturally will be impossible to maintain our pleasant relations, which have been so thoroughly appreciated by me, for the duration. It has been impossible to arrange a continuation of my present business set-up and under the circumstances there is not much that I could do to assist you as I have been sincerely trying to do in the past.

Please accept my thanks for the business received and I hope that the work turned out has been equally appreciated by you, for I have always tried to make our business relations mutually agreeable.

Again many thanks for your patronage and I sincerely trust when the War is over we can again resume our most pleasant relations.

May our combined efforts bring us Victory soon.—Master Service Garage, Louis J. Coppola (signed), Proprietor.

P.S. If there are any changes in my plans for the future I will notify you personally.

Reporter's Note: The good wishes of the entire neighborhood go with Louis Coppola. He won't have much trouble starting his business again when his job is finished with Uncle Sam. Another letter like his goodbye . . . will start things rolling again.

Your reporter can't help adding that . . . some big business organizations who think it unnecessary to keep in touch with former customers would be in a better position after the war if they had a few Louie Coppola's on their Board of Directors.

Specify one of

ESLEECK

THIN PAPERS

For

RECORDS, FORMS

COPIES

THIN LETTERHEADS

ADVERTISING

SEND FOR SAMPLES

ESLEECK

Manufacturing Company

Turners Falls, Mass.

Hot Defense of Advertising

Clark W. Smitheman, Advertising Manager of the Camden Fire Insurance Association, Camden, New Jersey, knows how to stop attacks on Direct Mail. He writes a hot letter. Here's one he wrote to L. Alexander Mack, President of The Weekly Underwriter, 116 John Street, New York.

Dear Mr. Mack:

There has been a great deal of cock-eyed thinking brought about by the so-called paper shortage. Your editorial of May 9th "Doing Away With Company Conventions and House Organs" is a prime example of it. It is based on the premise that it is patriotic to curtail the use of paper. It is quite ironic that this editorial should appear in an issue of your magazine which contains two sections and uses up 160 pages of good, white paper. Certainly if it is patriotic to save paper the Weekly Underwriter should begin with its own publications.

The paper shortage is the result of a salesman's Saturnalia indulged in last fall when all the Hush Hush Boys began telling their customers to load up because nobody knew what the future had in store. It was true that we didn't know about the future but we do know paper salesmen and the resultant shortage was one of maldistribution and hoarding rather than a lack of manufacturing facilities. Now that everybody is pretty well stocked up there is no paper shortage and the S. D. Warren Company explains the entire situation in a brochure which you should read sometime.

Aside from certain types of Kraft and box boards there does not seem to be any reason for curtailing the use of paper. Of course, this situation may change in the future and the government may require a rationing of paper because of transportation difficulties but it is certainly not unpatriotic to publish a company house organ or an insurance trade paper.

In every emergency quick trigger-pulling executives take advantage of the situation to discontinue doing something in which they do not believe and they always ascribe their motives to patriotism, or conservation, or economy, or what not. But you know that their heart was never in it or they would have battled the elements and fought through regardless of conditions.

A house organ that had something to say would not be discontinued merely to save paper. It is a means of communication between the agent and the company. It is more necessary now than ever before because there is a shortage of rubber and there is a rationing of gasoline and fieldmen are not going to be able to make as many visits to agents as heretofore. A house

organ can make such visits and it can keep the agent informed as to the forward-looking policies of those companies which do not abandon such means of communication.

To discontinue a house organ and take a page of advertising in the Weekly Underwriter would not save paper, it would increase the expense of doing business. I have done some rapid calculation and found that were we to adopt this procedure it would cost us \$14,400 per year to convey the same information through the pages of your publication alone that we now give to our agents by means of the Camden Advisor, which I assure you costs less than 1/4 of that amount.

This would be unsatisfactory because your mailing list is not comprised exclusively of Camden Fire agents and our mailing list is. A great part of the circulation would be wasteful for our purpose and I doubt if any combination of insurance papers would reach all of our agents since I am sure that some of them do not read a national insurance paper.

I take issue with you on this point because I hate to see a man of your influence and standing jumping off the wrong end of the boat. You must realize that a company advertising program must include more than merely insertions of pages in the Insurance Press. A well-rounded campaign would primarily sell the agent on the company, next give the agent something with which to sell his services to the public and later, when this foundation had been laid, the company should consider and use trade paper advertising in order to keep its agents sold on the company policy and solicit new agency connections.

To abandon any one of these three fundamentals would result in doing a poor job of advertising and any company which abandons the house organ or any other means of conveying information which is strictly between the company and its agents is not doing a good job. I think you would find all true advertising men would agree with me in this statement.

My position is set forth in editorial which appears in the next issue of our house organ. Long May It Wave!

Reporter's Note: Wish we had room to reprint in full the elegant feature story in the Camden Advisor for May-June entitled "The Sword Arm of Business." It gives a graphic picture of why Camden Fire will continue to advertise. Perhaps if you write a "warm" letter to C.W.S. you can get a sample copy.



Will it Pull?

If direct mail SPECIALISTS are in the driver's seat, IT WILL PULL! Why struggle with your direct mail problems when the AHREND COMPANY is equipped to give you REAL advice—with dollars and cents results!

National advertisers use the Ahrend Company for complete mail campaigns—from ideas to the postman. Phone or write today. Let us prepare a plan for your direct mail.

D. H. AHREND CO.

Direct Mail Advertising Specialists

52 DUANE ST., N. Y. C.

WOrth 2-5892

If You Like This Issue . . .

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00 Special Two Year Rate \$5.00

THE REPORTER, 17 East 42nd St., New York City

Fill out coupon. Paste on Post Card. We will bill you later.

Enter
Subscription to
THE REPORTER to

NAME

Address

CITY

STATE

THE REPORTER

ADD TO THE ROUND-UP

□ **"THE TIME** to build up friendships and credit is when one doesn't need either" says Tom Dreier in a recent letter. Continuing—"Now is the time to get ready for the fiercely competitive years ahead. Only a few will have brains enough to do this, so a comparatively few manufacturers will get a start on the majority at comparatively little expense."

And then Tom tells me the true story (with names) of a printing salesman and his customer. Wish we could reveal all the details, but here is a dramatized version of it which will appear in The Curtis Courier.

We may think sometimes that nothing is more important to us business men than orders. But most of us know better. We know that right relationships with our customers are more important.

During the years of the depression a great national corporation had no orders to give to lithographic salesmen. In good times they spent several hundred thousand dollars on this work.

Knowing that there were no orders to be obtained, all salesmen, except one, stopped calling on the advertising manager and purchasing agent. This one stuck to his old routine. He didn't make the mistake of even pretending that he was after orders. He was just a casual, friendly caller.

"I just dropped in to see that you fellows are on the job," he'd say. They swapped stories. They talked about this and that. Sometimes they talked about what they'd like to do if conditions permitted. But no orders were given.

Then business came back. The corporation needed quantities of printed and lithographic material. The salesmen who had neglected the purchasing agent and advertising manager

during the depression months gathered around. They gave arguments why they should get the orders.

But the orders went to the one salesman who had kept alive his friendly relations with men who might or might not be in position to give him business at some future day.

One thing for all of us to remember during these wartime months when we may not always be in position to fill the orders given us is that eventually normal times will return. There is important work to be done right now by our salesmen and through our advertising. Customers must be kept informed. They must be told the truth. They must be reminded that we have sense enough to realize that we are partners with them and intend to keep alive that partnership.

Whether conditions are such that customers can give us no orders, or conditions are such that we cannot fill all the orders given, the one constant base thought to hold in mind is this: We live in a rapidly changing world in which right human relationships have a value far greater than that of immediate profits. Now, if ever, there is need for understanding, for helpfulness, for sincerity, for graciousness, for courtesy, for all the qualities of a neighborly partnership.

□ **THERE'S A LETTER WRITING BOOM** in the British Empire, we understand. British printers are producing more than 20,000,000 postage stamps per day to meet the demand. Most stamps are now printed in lighter shades to conserve dyestuffs. We got that item from Standard-Eyes, the excellent bulletin of the Standard Envelope Mfg. Co., 1600 East 30th Street, Cleveland, Ohio.

□ **QUESTIONNAIRE MAILING FORMATS** were recently tested by Dave Beard of McGraw-Hill Publishing Company, New York City. Then he issued an interesting and graphically illustrated release.

The same questionnaire was mailed to seven lots of 1,000 each. Only differences were the types of outgoing envelope and return envelope. The 3c outgoing envelope with the 3c stamped return envelope pulled 19.4%, while the 1c outgoing and the 3c return pulled 19.3% . . . thus proving again that it does not pay on questionnaire mailings to use first class postage for the outgoing envelope, since there is no appreciable difference in returns.

Now get this! With the 1c outgoing envelope and the business reply envelopes for return, the results were 10.5% . . . thus proving again that the return envelope *with actual postage stamp* gets the best returns.

□ **"RECAP STICKERS"** is what Scott Leonard of the TelAutograph Corporation, 16 West 61st Street, New York City, calls his new invention (not patented). Scott mails a continuous series of informative bulletins and folders. On each bulletin he now tips a 2 1/4" x 3 1/4" colored recap. He itemizes briefly the three, four or five highlights and then provides space for routing the particular bulletin to the executives who should be interested. Darn good idea!

□ **CONSOLIDATIONS** are appearing in the Direct Mail production field. Just heard that our old friend Leonard Graves has consolidated with another leading letter shop in Memphis. The new firm will be called Baber-Graves Company.

A recent bulletin of the New York Mail Advertising Service Association proposed "some serious thinking on the possibility of mergers." It is suggested that mergers do not necessarily involve loss of identity and good will . . . but will result in overhead reduction, conservation of labor and closer cooperation in selling. It is admitted that there has been too much duplication of effort in the Direct Mail production field. Mergers may furnish the solution for many of the present problems.

100,000 NEW NAMES IN THE LAST TWO MONTHS!

for Results



McGraw-Hill
DIRECT MAIL LIST SERVICE

During the past sixty days, more than 100,000 productive new names of war-industry executives and technicians have been added to the McGraw-Hill Direct Mail Lists. In addition, a continuing list maintenance procedure is insurance against p.o. returns . . . 98% accuracy guaranteed.

Leading mailers are using these lists successfully now. Many have given McGraw-Hill names a more prominent place on their schedule than ever before . . . a sure sign of profitable returns.

How about your own product or service? Isn't there a good chance you can use the McGraw-Hill Lists to advantage too?

DIRECT MAIL DIVISION
McGraw-Hill Publishing Co., Inc.
330 West 42nd Street New York, N. Y.

□ **TIP FOR PRODUCERS** . . . binders and others. We hear that **PRESENTATIONS** are getting more popular than ever. You know . . . those bound portfolios, more or less elaborately planned, to give a step by step dramatized picture of a plan, an offer, a scheme, a project or a situation. Both industry and government are turning to these "presentations" to save traveling, man-time and other expenses. *Reporter* is investigating more thoroughly. In meantime, keep your eyes on the possibilities for your business. Good presentations need expert handling.

□ **BIRTH ANNOUNCEMENT SAMPLES** continue to float into *The Reporter* office. (Don't know how we ever got started on this subject!) Harold Labow, 63-24 84th Place, Forest Hills, Long Island, sent us what he claims is "the neatest one of all." A friend of his is a patent attorney. When a son arrived at the home of Attorney Armand E. Lackenbach, he issued a four-page folder in the exact form used by the U. S. Patent Office, with drawing of a child and all the legal verbiage of claims for "improvement in the genealogy of the Tribe Lackenbach."

Mr. Labow thinks his own miniature-newspaper style announcement for his daughter is pretty good, too. So do we.

□ **GOOD GRIEF!** Can it be possible? After all the talk and publicity about the misuse of the franking privilege, here is something that has just happened. During September, a certain executive in New York who wishes to remain anonymous, received at his home address a franked envelope postmarked from the Grand Central Station in New York, bearing the frank of William Langer, United States Senator. Inside was a 36-page reprint of a Senatorial hearing before a Subcommittee of the Committee on Foreign Relations of the United States Senate. In the report was a resolution by Senator Langer for an investigation as to the location of the Alaskan Highway. But, the reprint was not all.

Also inside the envelope was a 32-page, 5½" x 8" circular advertising

a book called "The City Lawyer," published by Simon and Schuster, New York. A sticker on the cover states that additional copies can be secured upon request from the Public Defender National Committee, Southern Building, Washington, D. C.

At first glance, there seems to be no connection between the hearing reprint (legal under the frank) and the book advertising circular (illegal under the frank). A close examination reveals that in the hearing a man named Holzworth is mentioned . . . and he is supposedly writing a book on Alaska which Simon and Schuster will publish.

This is a flagrant violation of the postal laws, and is being submitted to the postal authorities. We may be beating our head against a stone wall, but we still insist that Congress eventually must change the free and easy regulations pertaining to the franking privilege. We again ask all readers of *The Reporter* to keep their eyes open for violations of the franking privilege. Send us samples of the franked mail you receive.

□ **INTERESTING BOOKLET WAS PRODUCED** by the McCandlish Lithograph Corporation, Roberts Avenue and Stokley Street, Philadelphia. Twelve pages and cover, 4" x 9" booklet entitled "Making a 24 Sheet Poster." Entire presentation is an enlarged reproduction running from page to page of a 28-picture slide film, with descriptive captions appearing between each picture. Several pages at the end give detailed information about the preparation of art work for posters. It is well done.

□ **NO WORDS** were wasted by Benjamin Franklin who in July, 1775, wrote a letter to William Stragan, a member of the British Parliament, whom he had known for years, and with whom he had fallen out. The letter was shortened like a Roman sword, and sharpened to a fine point. It read:

"You and I were long friends. You are now my enemy, and I am, Yours, B. Franklin." From *The Curtis Courier*, Curtis 1000 Inc., Hartford, Conn.



"... and by return mail we'll send your copy of the new book, 'Is Hitler Human?' ..."

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of right people . . . people who are known to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2000 privately owned lists—more than 80 million names—are registered with us and available on a rental basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street

Boston, Mass.



Complete TYPESETTING SERVICE

. . . for Advertisers' and Publishers' most exacting demands — Hand-type, Monotype, Linotype. . . .Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

KING TYPESETTING SERVICE

In the McGraw-Hill Building
330 WEST 42d ST., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

□ ANSWER TO A TOUGH PROBLEM. Read this letter:

One of the really tough problems facing the advertising manager whose company has nothing (or a lot less than usual) to sell his customers is this: to keep his company and its products before his trade on a reduced budget.

Our problem here is keeping our name in front of our list of customers even though we happen to be fortunate enough to be able to manufacture all we can sell.

To do this job we created *The Digest*, a monthly condensation of "general interest" material from the nation's trade and business publications. *The Digest* is a year old. The monthly circulation is 6,500 gratis copies. The reception it has had has been great.

It occurs to me that there are doubtless a couple of dozen DMAA members who could advantageously use this publication with very minor changes and at very low cost. Providing these firms did not compete either with us, or with themselves, we would like to approach them with a view to selling them *The Digest* monthly for mailing to their customers.

What do you think of the idea?—*E. N. Andrews, Advertising Manager, Sugar Beet Products Co., Saginaw, Michigan.*

Reporter's Note: We think so much of your fine *Digest* that we print your letter here . . . hoping interested readers will write you for details.

□ CLEAR, CONCISE COPY is needed today more than ever. That's why we are taking the room right here to reproduce a letter sent to us by Arthur Miller of 19 Abbeville Lane, Orchard Hill, White Plains, New York, who produced it for the Sportbrook Company of 1410 Broadway, New York.

Att: Upstairs Misses Sportswear Buyer

Dear Buyer:

With price control here, and inventory control coming . . . most every buyer wants to know . . .

How to increase Sales
on a smaller inventory

The answer, of course, lies in *quicker turnover*. And you can get it by . . .

PLAYING BEST-SELLERS

See how we've streamlined our Fall suit line . . . down to four basic models:

1. The new 1942 Fall Classic, three button front.
2. Convertible collar, button up to the neck.
3. V shape cardigan.
4. The 1942 Bell-hop, shorter jacket suit (for the younger trade).

And you can have each of these four models in a rich selection of beautiful fabrics—mostly all wool, and wool & reused wool; and some wool & rayon. . . . Hounds tooth check, Soft plaids, Heather mixtures, Smoky shetlands, and Harmonious stripes . . . in Junior and Misses sizes . . . \$8.75 and \$10.75.

And here's News! Stores will be selling many Large Size Suits. And we have them . . . in sizes 38 to 44, at \$10.75. Just one model, the new 1942 Fall, three button classic,—but in 4 fabrics . . . Stripes, Heather mixtures, Plaids, and Smoky shetlands. Why not get this extra business?

Come in and see for yourself how we can help you plan a good, *basic Suit stock of Best-Sellers* in Junior, Misses and Large sizes; or, ask us to send you sample suits with color swatches. We'll be glad to do it.—Sincerely yours, *Arthur Miller, Sportbrook Co.*

P. S. The enclosed ORDER FORM is for your convenience. (The duplicate ORDER FORM is for your own record.) Just check the suits you wish to order, slip the order into the return envelope, and mail.

Reporter's Note: We learn that results have been "gratifying." Why not?

□ IT'S ALWAYS HARD to decide who gets an idea first. In April we reported on "Yours for Victory" closing salutation being used by The Union Metal Manufacturing Company, Canton, Ohio. Ed Gray, Office Manager of the International Baby Chick Association, Kansas City, Missouri, says they've been using "Yours for Victory . . ." since the first of the year and that an item recommending its use was in the February issue of the I.B.C. News. So there you are.

Kidding Stuffed Shirts

Here is a poem recommended by L. E. Frailey, for kidding the letter dictators who use out-moded, stereotyped words and phrases.

We beg to advise you, and wish to state That yours has arrived of recent date.
We have it before us, its contents noted;
Herewith enclosed are the prices quoted.
Attached you will find, as per your request,
The sample you wanted; and we would suggest

Regarding the matter and due to the fact That up to this minute your order we've lacked

We hope you will not delay it unduly
And we beg to remain, yours very truly.

□ CALL FOR EXECUTIVES. Many advertising men have been asking *this reporter* about possible places in the war picture. Here's one piece of advice we've passed along to some of them . . . and we may as well include it here in *The Reporter*.

The United States Civil Service Commission has sent out a call for high grade personnel—executives, administrators, and technical men who can get things done. The men sought, even though they may have been earning from three to five times as much, are to apply for positions which pay from \$4,600 to \$8,000 per year

Purchasing; contracting; production; inspection; over-all administration; special administrative experience in transportation, scientific instruments, clay products, paper products industries; field men with motor carrier administrative experience, or administrative experience in such activities as program planning, development of organizations, writing of detailed procedures, policy determination, and the planning and coordination of general supervision of staff services are especially in demand. Persons with a reasonable speaking knowledge of Spanish or Portuguese are also wanted for possible military or civilian organizational work in the Latin American countries.

Any persons interested or knowing of other persons who would be willing to undertake such duties are to write to the United States Civil Service Commission.

□ THE OBJECTIVES of a house magazine to employees should be:

To increase employee efficiency, to improve employee morale and to protect the health of the employee. The employee wants to know how the company works and what the different departments do. He wants an explanation of personnel policies and procedures for lay-off, wages, promotions. He wants to know how general conditions and the war are going to affect his job. These problems the employee and management must face together.

Above remarks from an interesting talk made at the One Day House Magazine Editors Clinic in New York by Harold Bergen, formerly director of industrial relations for Proctor and Gamble, now special agent of the National War Labor Board and member of the management faculty of New York University.

Next month *The Reporter* will give a rapid-fire report of the D.M.A.A. One Day Conference. But don't let that promise keep you from attending the real thing.

□ **NOW HE IS AN ANGEL:** From the June issue of *The Carpaco Bugle*, house magazine of the Carpenter Paper Company, Grand Rapids, Michigan, we snitched this worth-repeating story. No one knows how old it is!

A Missouri editor announced that for just one issue he would tell the truth. Here are a few items from that issue.

"John Bonin, the laziest merchant in town, made a trip to Bellview yesterday. John Doyle, our groceryman, is doing a poor business. His store is dirty, dusty, and noxiously odoriferous. How can he expect to do much? Rev. Styx preached Sunday night on charity. The sermon was punk. If the Reverend gentleman would live up a little closer to what he preaches, he'd have bigger congregations. Dave Sonky died last Saturday at his home in this place. The doctor gave it out as heart failure. The fact is he was drunk, and whisky is what killed him. His home was a rented shack in Rowdy Street. Married—Miss Sylva Rhodes and James Canahan, last Saturday evening at the Baptist Parsonage. The bride is a very ordinary town girl who doesn't know any more than a rabbit about cooking, and who never helped her mother three days in her life. She is not a beauty by any means, and has a gait like a fat duck. The groom is well known here as an up-to-date loafer. He has been living off the old folks all his life and don't amount to shucks. They will have a hard life while they live together and the News has no congratulations to offer for we don't believe any good can come from such a union."

The issue in which the Missouri editor told the truth was the last he ever made. Now, in the spring time, when the dew like diamonds sparkle in the tender grass, when sweet throated birds make melody all the day, subscribers to this paper while it was published drive out into the country

a short way to catch a glimpse of a piece of black skin which hangs suspended from a barbed wire fence. It is all that remains of the once manly form of the Missouri Editor who "Told the truth for one week."

□ **ANOTHER PATRIOTIC TIE-UP CAMPAIGN** should receive a special salute. We may have a more complete report about it later.

A. A. Brentano of Keller-Crescent Company, Evansville, Indiana has sent us a complete file of specimens of the the current campaign of Servel, Inc. Here's a company whose regular product has been frozen and it has been converted 100 per cent to war work. It is using tons of Direct Mail to help promote the war effort and at the same time help maintain dealer and consumer good will. Working through the gas companies and all of its dealers, it is assisting the Government's nutrition and health program. Some of the pieces were prepared with the assistance of proper authorities in the Office of Price Administration and the Office of Defense, Health & Welfare Services in Washington.

Servel is protecting its future markets by showing the gas companies a program that will help them to retain the good will of their consumer customers. It is a fine campaign and it should be completely illustrated to be understandable. Naturally the workmanship on the booklets, circulars is super-duper when that Keller-Crescent outfit is mixed up in it. (Remember their showmanship convention promotion campaign for French Lick Springs Hotel?)

Sunshine for a Gloomy Day

Dear Henry:—

An enforced slowdown has its compensations. It has given me an opportunity to review two copies of *The Reporter*.

I have gotten more good slants and more solid fun out of reading your publication than I ever met up with before in a trade magazine of any sort. *The Reporter* expresses you so perfectly that I get a real thrill out of the sense of renewed contact. You certainly put a human quality into it that fits completely with its purpose and its subject matter. If all direct mail had the sizzle (I hate the word but it does convey the idea) that your breezy paragraphs contain, its motive power would be beyond calculation. More power to your dictograph. Very truly yours, H. Bertram Lewis, Sales and Advertising Counsel, Hunt Building, Litchfield.

PHYSICIANS IN THE ARMY

We can furnish the names and correct addresses of 7,500 Physicians who have entered the Army since preparations for war were started. These names are revised at least once a month from Postmasters' reports and direct correspondence. If interested, write for price and details. The names of Physicians entering the Service are removed from our regular mailing list daily as new information is received. The present count of all Physicians under 69 years of age in active private practice is 112,000.

Fisher-Stevens Service, Inc.
183 Varick Street New York, N. Y.

CLASSIFIED ADS

ABILITY IN SEARCH OF AN OUTLET

Sales Promotion and Copy Man—now employed as Sales Promotion Manager for a large and active direct mail organization. Services and handles thousands of accounts yearly.

The most flexible copy writer in captivity. Can reflect in the written word the delicate traceries of a piece of fine lace or the slogging power of a heavy-duty machine tool. Can write in the style of Emily Post or in the rugged diction of Michael McGillicuddy, with all the in-between nuances required to put over any particular cause or campaign. A creator of advertising style—not a follower. Vivid imagination, quick thinker, fast producer, good executive. Knows methods, markets and men. Sound in wind and limb. Substantial salary a prime object. Box 901, *The Reporter*, 17 E. 42nd St., N. Y. C.

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments—Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

If you want a **BETTER LETTERHEAD** contact Frederick Scheff, Author "Letterhead Design," 68 Nassau St., N. Y. C.

MAILING LISTS

UNLIMITED COVERAGE of "buyer" and prospect lists. Tested, and exclusive classifications. Explain needs. Associated Services, 741 Gott St., Ann Arbor, Mich.

MAILING LIST RENTALS

1,000,000 NAMES FOR RENT Our advertising brings nearly 1,000,000 new mail-order novelty buyers each year. Complete information sent upon request. Johnson Smith & Co., Detroit, Mich.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

SALES LETTERS

Sales letters well-aimed at your target. Request folder. Jed Scarboro, 10 Wetmore Ave., Maplewood, N. J.



This is the motto as well as the main business of the Army Signal Corps. Get the message through! By telephone, teletype, telegraph, heliograph. By radio, walkie-talkie, wigwag, carrier pigeon. Even by shank's mare, as at the Battle of Actium, if this primitive means will serve better at the moment. *The line of communications must be kept intact.*

What a lesson for advertisers in war-time!

Keep the line of communications unbroken. Get the message through! To salesmen. To wholesalers. To retailers. To consumers. To everyone, in fine, who has a

bearing on your business . . . that business which you have built with toil and sweat . . . that business which you would have solid and secure at war's end.

As "Paper Makers to America," we of the Mead organization assure you that there is no imminent paper shortage. We call your attention to those quality brands—Mead, Dill & Collins, and Wheelwright—and urge you to see your printer, your engraver, your lithographer. The longer the war lasts, the greater the need to protect your good-will through the printed word.

Get the message through!

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



SALES OFFICES

THE MEAD SALES COMPANY
DILL & COLLINS INC.
WHEELWRIGHT PAPERS, INC.

230 PARK AVENUE, NEW YORK CITY

New York
Chicago

Philadelphia
Dayton

Boston
Kingsport

THE MEAD CORPORATION

